

work
file

TO: All NAEB Directors, Officers, and Advisory Committee
to Center.
FROM: Harry Skornia

CONFIDENTIAL

At the recent meeting we had in St. Louis (December 4) to plan dedications of upcoming stations, Harry Newburn asked about our request to FAE for someone to handle union relations. In order to get Goggin and others help promptly, as you know, I've had preliminary discussions with Morris Novik (see attached).

Harry expressed the hope that we'd check since they also were going into this. My reaction was that this appeared to me to be a natural area for NAEB to cover (both radio and TV) for its member stations, and that we'd proceed. I'd like your authorization to have Morris go ahead, and we shall keep Newburn informed. We can reach modest agreement with Novik if we get no funds, be more generous if we do get funds. But time is of the essence, and I should like to keep NAEB claim to all such areas as positive and clear cut as possible.

I suggest advisory committee take this up, as well as NAEB Board, or many of our services are likely to be adopted. I can see Center interests in individual cases, but hope the station union relations problem as such is seen as unequivocally ours.

For Board Discussion in January.

12-10-53

COPY

M. S. NOVIK

300 West 23rd Street - Room 500 - New York 11, N.Y. ALGONQUIN 5-4385

Radio
Consultant

December 7th, 1953

Dear Harry:

Returning the letter to you. I am satisfied that Overton means well and I have no reason to believe that he wouldn't break through the ice.

Evidently, even in the music field the whole problem is wide open. I know Clair Meader too but of course would go to Petrillo first. I guess his closest contact is in the motion picture field but I cannot understand what he means by "I suppose the general theory that Brewer's hostility could do us a great deal of harm in the film world." I am sure he is referring to Roy Brewer who is a friend of mine-- but if it is a personal opposition, he is no longer with IATSE.

Anyhow, it is pretty obvious that very little has been done in the entire field, and that there is room for a general policy...

Sincerely,

MSN:s

*Hold for
authored stuff*

M. S. NOVIK

300 WEST 25rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4585

RADIO
CONSULTANT

December 7th, 1953

Mr. Harry J. Skornia, Executive Director
National Assn. of Educational Broadcasters
University of Illinois
119 Gregory Hall, Urbana, Ill.

Dear Harry:

I am returning the letter to you. I am satisfied that Overton means well and I have no reason to believe that he wouldn't break through the ice.

Evidently, even in the music field the whole problem is wide open. I know Clair Meader too but of course would go to Petrillo first. I guess his closest contact is in the motion picture field but I cannot understand what he means by "I suppose the general theory that Brewer's hostility could do us a great deal of harm in the film world." I am sure he is referring to Roy Brewer who is a friend of mine — but if it is a personal opposition, he is no longer with IATSE.

Anyhow, it is pretty obvious that very little has been done in the entire field, and that there is room for a general policy.

I think I told you that I am seeing Ralph and Dick in New York for lunch. Ralph wants to discuss the whole problem. I will tell them about our conversation and the contact with St. Louis.

It is for you to decide whether you want to tell them about the Overton correspondence or send them a copy of the letter. We are meeting at Ralph Steetle's rooms in the Delmonico hotel at 502 Park Avenue, New York should you want to get anything to him.

Sincerely,

*John?
What say?*

[Signature]

MSN:s
encl.

TAYLOR, MILLER, BUSCH & MAGNER

134 SOUTH LA SALLE STREET

CHICAGO 3

TELEPHONE STATE 2-6070

CASSIUS M. DOTY
(1931-1950)

FRANCIS X. BUSCH
ORVILLE TAYLOR
JOHN S. MILLER
JAMES J. MAGNER
WHITNEY CAMPBELL
CHARLES R. SPROWL
RICHARD A. BECK
THOMAS E. DEACY, JR.
GEORGE W. OVERTON
RICHARD F. BABCOCK

E. MARVIN BUEHLER
JOHN A. HUTCHINGS
EDGAR E. LUNGREN, JR.
JAMES J. HOFFNAGLE
THOMAS W. JAMES

RECEIVED
NAEB HEADQUARTERS

November 30, 1953

DEC 1 1953

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

I have your letter of November 27th and will attempt to answer your questions in series.

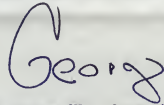
1. No definitive arrangements have been reached with the Musicians' Union and, until my last trip East, I had expected only to get ad hoc clearances for one or two shows. As I have reported to Dr. Newburn, I received some indications that the American Federation of Musicians wishes to reach some national union agreement. I will keep you fully informed on anything further we hear from them and certainly I feel sure we will not move without consulting you. To answer your specific question, I have had no direct contact with Petrillo but have dealt directly with Clair Meeder in the New York office.
2. The Center has had no contact and so far as I know intends to have no contact with the IBEW or any engineering union. Our sole concern is with the talent unions and other guilds that reserve contractual rights to repayment, in connection with shows we wish to exchange. Unless Dr. Newburn has undertaken some change of plans in this regard, I don't think the Center intends to involve itself in any way in union matters not related to its own direct operations.
3. As to AFTRA (please note correct spelling), I have had one exploratory talk with Heller in New York. I sensed a sufficiently negative reaction on his part not to press my then immediate business (again a specific clearance on a specific show) but will possibly return to this union at a later date on the same specific business. I am advised by the commercial networks that Heller will be a lot tougher than Petrillo because he is "on the make" and his union is involved in a number of jurisdictional disputes whereas

Mr. Harry J. Skornia
November 30, 1953
Page 2

Petrillo's position is quite secure and he can afford to be moderately generous. (I assume these comments pass between you and me and, if you are going to reproduce this letter for any reason, I would appreciate your deleting them.)

4. As to other union relations, I have established contact with only one other radio or television union and that is the Directors'. We have pending with them a request for a specific clearance. The request has been made in terms of a specific problem without imputation of a general policy.
5. In the motion picture field, we have cleared with all the relevant screen guilds one series of shows. However, the guilds involved all specifically pointed out that they wished to be understood as establishing no precedents by this action. As you may know, in Hollywood the pay arrangements are such that a show can be cleared once and for all - a situation which both Petrillo and Heller wish to avoid. The specific unions we have talked with out on the West Coast are the Screen Actors Guild, the Screen Writers Guild and the Screen Directors Guild. We have been advised that we should some day establish contact with the IATSE but that this was not necessary to obtain clearances. I suppose the general theory that Brewer's hostility could do us a great deal of harm in the film world. If you need further data about my contacts with the film guilds, please let me know. I feel much more secure in terms of my relationships there than I do with the East Coast boys.

Sincerely yours,



George W. Overton

GWO:ms

cc: Dr. Harry K. Newburn

P.S. On second thought, I would rather you did not reproduce these at all.

TO: EXECUTIVE COMMITTEE, RICHARD HULL, RALPH STEETLE.

FROM: HARRY J. SKORNIA

DATE: DECEMBER 18, 1953

Herewith recent notes from and to Goggin and Novik. Would you agree to inviting Novik and Goggin to join Director's meeting at Ames in January for perhaps a half-day to plan strategy? I think a meeting of Union officials with Goggin and/or Novik should follow such a meeting.

To Hull and Steetle: Could you fill me in on results of your last discussions on this? Looks like a problem we'd better move on as soon after the holidays as possible. Only question is how.

C O P Y

From the Desk of
R.J. COGGIN

Dec. 16, 1953

Harry Skornia,
NAEB.

Dear Harry:

Novik and I have had two long-distance phone calls subsequent to our written and oral discussion about unions.

The attached copy of a letter to Novik sums up the St. Louis situation as of the moment. He told me that he had had meetings with Steetle and Hull about unions and educational television. I don't know what has come out of it. Do you?

It was good to meet with you in St. Louis. There's a possibility my wife and I might visit some friends in Lincoln, Illinois, sometime during the holidays. If Urbana isn't too far away we might even take a trip over in that direction. Might I stop by to say 'Hello?'

Best regards,

/s/ Dick

Copy made 12-18-53

C O P Y

December 14, 1953.

Mr. Morris S. Novik,
300 West 23 St.,
New York 11, N.Y.

Dear Morrie:

As per your request I am sending along to you the gist of last Friday's meeting with the Business Manager of IBEW Local 1217, Radio Broadcast Engineers.

He is asking that all people hired in technical capacities (the usual jobs covered by IBEW and NABET in TV stations) become IBEW members, with full commercial rates of pay. We have six such technicians on staff now (the Chief Engineer is exclusive of this), all with varying backgrounds and varying amount of experience.

In addition to this he is asking that we give the union a blanket agreement by which we recognize its jurisdiction over all other job classifications (outside of office workers and creative staff, I assume), such as film editors, stage hands, costume, etc. The union's predication of this inclusive kind of agreement is on the basis of protecting the station from union jurisdictional disputes which IBEW says would be the case if we didn't have a blanket agreement with them. Such a blanket agreement would, they say, keep other unions out. IBEW is frank in admitting that it would keep other unions out for them too.

The IBEW Business Manager says he has already been in contact with our technical staff and they have indicated their willingness to join IBEW, obviously in the hope that we will sign with the union on their terms, which will materially increase each man's salary. Our budget is not predicated on paying commercial TV rates for anyone at the station. This is a non-profit, educational organization and we cannot be evaluated on the basis of what are going rates for a commercial, profit-making organization. In addition to our full-time engineering staff we intend to use students on a part-time basis, some possibly under course credit arrangements at St. Louis University and Washington University, and some paid on an hourly basis.

IBEW has no objection to our using students (and they could handle and use all the gear on shows), but they had thought that we would be using only students on a course basis. This is not as practical for us as it is for stations owned by universities. We cannot integrate our operations as easily with academic departments as a university-owned station could, for obvious reasons.

Frankly, the thing that disturbs me is that some months ago three members of our Commission went to see Jacobs, the head of the IBEW in town. He said he wanted to have just 2 or 3 of his men on our staff. When I met

December 14, 1953

individually with the IBEW Business Manager a few weeks ago he wanted to increase it to 3 to 5, but in any event just the technicians who would be concerned with installation. When he met last week with Dr. Compton of Washington University, Father Reinert of St. Louis University, and myself, he wanted all our electronic technicians covered, those we now had on staff and those we might add in the future.

You can see how this thing has pyramided just in informal talks. Where would it go from here, either in negotiation now or in the future?

Let me elaborate more on this overall agreement IBEW would like to have. We were told last week that IBEW did not want to actually have their personnel in our film department, or in our scenery construction and erection department. We could employ anyone we wanted to there, and presumably on our own wage and time basis. The IBEW technicians would be allowed to and expected to, by the union, to help shift scenery, etc. There would be no hard and fast job functions to preclude something like this. Again, the question: what are the probabilities of this situation pyramiding and the whole staff becoming unionized?

Morrie, no educational television station can financially face a future in which everyone on staff is unionized at union commercial television pay scales. We are now at a crucial point.

From some quarters here in town I understand that the AFM has eyes on the station, also possibly AFTRA, and even the Newspaper Guild is considering trying to place its members as script and continuity writers.

Yesterday, the Business Manager of the IATSE Motion Picture Operators Union was at the studio to see me; along with him was the Secretary of the Ninth District of IATSE. Both wanted to place men on our staff, the first a projectionist and the second stagehands there will be a jurisdictional dispute between IBEW and IATSE, and that was made clear to me yesterday when the IATSE representatives said that they would oppose any encroachment of IBEW into their fields.

We don't want to get caught in any union jurisdictional disputes, we don't intend to play one union against the other, and we must be neutral and impartial. I know local autonomy is strong in St. Louis, but it seems to me that the AFL itself ought to try to reconcile its unions in terms of jurisdiction. I hear reports that this is being attempted in Washington, at the national headquarters, but will the locals concur?

With no commercial income, with no profits accruing to management and to owners, educational stations have to predicate their operations on a level distinct from commercial stations. I think the unions should consider pay rates of a different order for non-profit, educational stations. This is not a sub-standard concept for rates of pay because the standards for commercial station operation and for educational stations are not the same. IATSE indicated to me yesterday that they would agree to discussing a different pay scale than for commercial stations; IBEW was not in sympathy with this when the matter was brought up last week.

An educational television station can be and in an area such as St. Louis might very well be considered by the unions as a potential training ground for personnel who would be able to go from us to commercial or other forthcoming

December 14, 1953

educational stations, and would have been made qualified for better positions and for acceptance, if they so wished, into unions in these other stations.

I'm not sure just what the next steps here will be in regard to the present situation where at least three locals have approached us, and we suspect others are in the offing. I believe some work has to be done nationally, by the unions themselves and perhaps by organizations such as NAEB and JCET. (I am sending carbon copies of this letter to Harry Skornia at NAEB and Ralph Steetle at JCET.)

Some people believe that one should never initiate any discussions with unions; rather have them come to you. I don't know whether this is always the best procedure or not. What would you say to the idea of us trying to call representatives of the locals together at one meeting, indicate to them that this station is a community project, non-commercial, educational, and that we need their cooperation to help make it a success.

Any suggestions that you can make will be appreciated, and anything that you can do on the national level with NAEB, JCET and the unions themselves to try to iron the matter out would certainly clarify the picture not only in St. Louis but also in other parts of the country. The one thing to keep in mind, however, is the possibility that any national union arrangements might thereby impose union situations on localities normally free from them.

Best regards.

Sincerely,

Richard J. Coggin
General Manager, KETC

cc: Harry Skornia
Ralph Steetle

copy made 12-18-53

Frank Schooley

"Letter from Novik"

Tuesday
January 26, 1954

Harry--

Dick called yesterday in Houston. He had some worry about how to handle the IBEW man at his meeting--late yesterday--I think I did give him some help--He will write me at Cuba--I'll be in Miami Beach, Hotel Monte Carlo-Sandy 31 for 6 days and then home--where I will give you full report.

Dick told me he called Bill in Pittsburgh for ideas--he suggested that Bill was meeting with a group of Labor People.

Called him this morning--as an old friend--Pittsburgh was not on list of cities for me to contact. Glad I did anyhow--he has a meeting set for this PM--with IA and AFTRA. Told him how to handle the problem. And lucky for our side I am meeting both Heller (AFTRA) and Walsh (IA) in Miami.

It will help to know that Pittsburgh is IA Town; no IBEW in here--so it will be easier. Had a very fine session with Sener--And Day (S.F.). Sener is by far ahead in his contacts--laid out his whole approach when he meets with them week of Feb. 1. He has friendly relations with IA-WABET-IBEW. His problem will be when he has to formalize his procedure--when he adds staff--and goes on for longer time.

He is completely satisfied that my formula, as explained to you, if I get it accepted, will help him immediately to solve his future needs.

Day, has a good relationship with WABET-IBEW--Both want to keep IA--out--(strange as that may seem). He agrees to formula--and it would solve his present and future needs. I am getting staff breakdown for him.

Houston was a real treat, in spite of all the wovvys. I got to watch my step. Texans are sensitive etc., etc., and he isn't one of us etc., etc. That's nonsense--he is--alert and willing to take suggestions. And frankly after first half hour he said, "He will be asking me for help--Rather than Vise versa".

His is not an employment problem. There are no Unions in Town except Musicians--And I think I can help. Will talk to Petrillo next week. I urged that he stick closer to NAEB. He did attend Oklahoma Meeting. Maybe you saw him in N. Y.. He said he was at Speech Convention.

He is outspoken in his school. Democratic tendencies and respected by School Administration for it. Between us, I will try to help him with Mayor, Roy Hofheinz, and old FM. Ass. Pres -- Hope this will give you some idea of present set up.

Harry, this in confidence. John-Schwarzwalder wants help from Ford--from Centre Set Up. He needs some equipment. It's amazing what he does with his little budget. I only saw it on surface, I confess. He got the green light yesterday for a very good Negro Program--a tie-up with Negro University. He says every one is scared about his sponsor--But that he has not had any suggestion of what to do--or what not to do from that source. He will be keeping in close touch with you.

As Ever,
/s/ Novik

copy made 1/28/54

M. S. NOVIK

Harry - This is the first
Time in years - that
I would be adressed
about Board meeting -
Did you have anything
for me to do - a report
y^{es} I'll get there at 6th
(OVER.)

I wasn't planning ^{to be there} till

The 7th - Thanks

④

TO: NABE COMMITTEE CHAIRMEN (and others listed)

FROM: HARRY J. SEGRNIA

DATE: MARCH 19, 1951

Re: Columbus NERT Board Meeting. PLEASE RUSH REPLY.

The full NABE Board will be in session at the Deshler-Hilton April 5 (9 A.M.) through April 6 (evening). You are all invited by President Ausmus to bring to the Board's attention any questions or problems you would like to discuss with the Board at that time, provided that you let me know at once, so we can set up an agenda and time for you all.

Some of you may also be requested to make reports, so I suggest that some informal preparation might be wise in any case. Hope to see you all there.
cc:

Committee Chairmen:

Associate Members Committee	- Richard Bell, Chairman
Constitution Committee	- James S. Miles, Chairman
Engineering Committee	- Carl Menzer, Chairman
Professional Advancement Committee	- Edwin Browne, Chairman
Publications Committee	- James S. Miles, Chairman
Radio Network Acceptance Committee	- Waldo Abbot, Chairman
Research Committee	- Robert Coleman, Chairman
TV Operations Committee	- Ray Stanley, Chairman
TV Program Planning Committee	- Robert Schenkkan, Chairman

Executive Committee

Directors

Cohn and Marks

Morris Novik

George Probst

M. S. NOVIK

Copy

March 29, 1954

Mr. Grayden Ausmas
Pres., Natl. Assn. of Educational Broadcasters
University of Alabama
University, Ala.

My dear Grayden:

During the week of Columbus -- would you save Thursday afternoon for drinks and dinner, or dinner? I have arranged for a session with Jim Day, Bill Woods, Bill Serna, Dick Goggin, John Schwartzwalder, Harry Skornia and Ralph Steetle.

Guess you know that I have been dealing with these guys on one phase of the operational problem and have tried to help in a different way. We all will meet in Columbus.

I know we will see you in Columbus but I wanted you to reserve Thursday -- hence this note.

Sincerely,

RECEIVED
NAEB HEADQUARTERS

MAR 30 1954

A M

P M

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March 25, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Morris:

NAEB luncheon is Thursday. The AERT luncheon is Wednesday.

Will count on drinks and dinner Thursday with Wood, you and the rest, hoping Annas and a couple of other NAEB people can join us.

In haste,

Harry J. Skarnia
Executive Director

HJS:ms

M. S. NOVIK

RECEIVED
NAEB HEADQUARTERS

March 23, 1954

MAR 25 1954

AM PM
Harry 7 8 9 10 11 12 1 2 3 4 5 6

Will the AERT luncheon be Thursday
or Friday?

I'd like you to save one day for a
session with the boys from our group.

As ever,



P.S.

Just talked to Bill Woods. You know
he goes on the Air next week. He wasn't planning
to come to Columbus. But then agreed to try to
come in Thursday afternoon. So how about drinks
and dinner, or either depending on the conference
schedule.

Are you clear? I'll be seeing Ralph
tomorrow and get word to John, Dick, Jim and Bill.

Novik
his

March 24, 1954

AIR MAIL

Mr. G. H. Griffiths
Fund for Adult Education
914 East Green Street
Pasadena 1, California

Dear Bill:

This just came in. Do you suppose we could know whether or not we'll have funds for him by April 5 or 6, when we meet in Columbus?

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms

Enclosure: Copy of Novik Letter.

30
Green

M. S. NOVIK

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

March 22nd, 1954

Mr. Harry J. Skornia
Executive Director, Natl. Assn. of Educational Broadcasters
University of Illinois, 119 Gregory Hall
Urbana, Ill.

My dear Harry:

I will see you in Columbus. By all means, get word out to the directors and anyone else you wish about a meeting while I am there. As a matter of fact, I was going to meet with the five fellows whom I have been seeing: Dunn, Senna, Schwarzwald, Woods, and Bogin. *and you & Ralph* *Denver*

at Denver a lunch

I can understand why a lot of the guys would worry — and frankly, they have reason to worry — not because of anything which we do but because they are assuming that you can live in the atomic age and deal with the most developed form of communication but be completely isolated from any outside influence. Between us, the reason their worry is exaggerated is (a) the major unions have so many other problems that they are not interested in going after the university educational radio TV station and (b) they are located in areas off the beaten path.

Rest assured that in all my conversations with top level people we never think in terms of a national contract. As a matter of fact, it would louse up everything we are doing because we would have to decide whom to deal with, etc., etc.

Thanks for having my future financial interests in mind. I hope NAEB will raise the additional funds but so far as Novik is concerned, let's cross that bridge when we get to it. Everything I have done so far, I have done because Steetle, Mullen and you thought the job ought to be done. Believe it or not, I am much more optimistic about my accomplishments than I was when I started.

Sincerely yours,

RECEIVED
NAEB HEADQUARTERS

MAR 24 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

TO: NAEB OFFICERS, FYI

CONFIDENTIAL

From: Skornia

COPY

February 9, 1954

Mr. Ralph Steetle, Executive Director
Joint Committee on Educational Television
1785 Massachusetts Ave., NW
Washington, DC

My dear Ralph:

Before I forget any of the highlights I want to get this to you. I will put them down as they come to me without any attempt to polish or worry about terminology. I will try to give you the facts, mention the source, and you, Walter and I can meet and discuss this further. I will send a copy to Skornia and you can decide whether a copy should go to Day, Sener, Woods and Schwartzwalder. I am sure you agree that this ought to be confidential until we decide how to treat the whole subject.

Now here are the facts:

Before I reached Miami, I knew the St. Louis picture from personal contact so that when I reached Phoenix I used that as a base for my discussions with Sener, Day, Schwartzwalder and Woods.

Meeting in Miami

Five days was hardly sufficient time. I met with Messrs. Tracy, Walsh and Heller. I had a long conversation with Neal Haggarty, an outstanding labor man of California, who is a member of the San Francisco board and who designated Bassett, Secretary of the Los Angeles Council, to serve as a member of the board.

Mr. Tracy was interested and explained to me the past policies of IBEW -- they are strong on local autonomy. The radio and television division have had special conditions. They have never had a policy for educational, non-commercial stations; but he said that he wanted to do all he could to help, and he asked that I see Mr. Hardy, his radio-TV director. Had a long talk with Hardy yesterday and we have agreed to meet in New York or Washington on Wednesday or Thursday.

I met with Dick Walsh, a close friend, who recognizes our problem and the need for special consideration. He was going to do all he could to get word to his people in Pittsburgh to cooperate with us.

*I. A. is not involved in San Francisco, but is in Los Angeles; the I.A. man is in charge of film there.

The difficult one will be St. Louis where the IA and IBEW have been battling for years. While I haven't any commitment on St. Louis because I didn't ask for any, he recognizes that in the TV field the IBEW has had supremacy and therefore I am confident that if it comes to a showdown we will receive favorable consideration.

*Skornia note: IATSE

He'ller is an old, personal friend and we spent a great deal of time together. I reviewed the Los Angeles and San Francisco situations. His key people are active in both stations. He wanted to be educated on the whole problem because the matter has come up at their boards and they are in the throes of determining a policy. The matter may come up for consideration in the near future. I stressed the need for securing cooperation so that the first voice hired should not be restricted but should be given permission to instruct students, to produce, to direct, etc., etc. I think we can obtain this but there again each local will have to decide. The only area that he was worried about is what would happen if Los Angeles or San Francisco were to use senior high-school or junior college dramatic societies to put on Hamlet or Life with Father, etc. Of course, I advanced all of the WNYC arguments. He admits they are valid but may be in immediate, direct conflict with actors who are seeking employment on commercial stations. I do not think we have to worry about this because the area of conflict will depend to a large degree on the area of close relationship in each community.

I didn't discuss the matter with Petrillo because I can always meet him in New York, and my WNYC pattern I am sure could be extended. In addition, the very friendly relationship in Los Angeles will go a long way to help.

To sum up, I am glad I got into it and it is too bad this was not done six months ago when the immediate problems like St. Louis would not be so urgent. I made it very clear that I wasn't involved in negotiation but that I wasn't setting up contracts for the individual stations but trying to evolve a general policy.

Before I enumerate the highlights of each area, I would like to tell you how encouraged I was by Bill Sener's complete grasp of the problem and his relationship with the key community people. Frankly, I don't think anybody knew the extent of his contacts and his relationship with these people.

I don't think I ever met Jim Day before but I couldn't help but be thrilled at his grasp of all of the problems and his concept of the role of the station in the community.

Houston was a revelation. I spent three hours with John, and saw his set-up. I think I will be able to help him with the Mayor, who is an old friend and the former president of the F. M. Association. He knows the area, he knows where he is going and I think he will educate his superiors to the role of the station. I cannot help but feel that there should be more contact between our key guys and him and his station. Unless I have been taken for a ride, I am convinced that he will not be kicked around, and he will not allow the Station to be used for any personal or sectional advantages.

Bill Woods, of course, is a trained, experienced guy. I got to talk to him only because when Dick called me in Houston about some problem which arose, he told me that he was meeting with the Union people. I called him and made it clear that I was speaking as an old friend and that I hoped to get to Pittsburgh only after I finished the other cities. As it was, I was able to help him with some suggestions for his meeting, and received from him a very good report on his IA negotiation which, by the way, I hope will help Dick in his negotiations.

That's it -- and now for the individual cities.

Los Angeles

I had a long conversation with Bill. His advisory board of 21 is quite active. They wanted Jim Haggerty, the state secretary to serve, but he designated Bill Bassett. Haggerty is a member of the San Francisco board. Bassett has not been active but I promised to talk to him and discuss the need for his participation. Bill has a good relationship with the key union people. His key staff people are instructors at the University and are, in most cases, members or officers of the unions involved. He has a fine relationship with all of the unions, especially the Musicians. Capt. Hancock has been a member of the Musicians' Union for many, many years. He's contemplating holding a conference with all of the unions involved. He accepted my suggestion that before he does this, he discuss the agenda and problems with his key people.

He has an immediate transmitter problem. At present he operates his transmitter on top of Mt. Wilson on a deal with John Poole. I think I helped him solve his problem in this connection, which will also act as the basis for his IBEW relationship in the future. As a general solution, he would like his union people limited to transmitter, maintenance and control -- in that order -- and devote full time to the station. He will aim for a student and apprenticeship set-up. He made it very clear that the policy of the station is to be honest and fair to the unions, and to quote him: "We aren't interested in a wild-cat operation, nor will we go in for strike-breaking." At present eight or nine instructors are running his shop. He agrees that he will fill his first announcer's post with an AFRA member. He would like to arrange for that man not to be restricted to announcing but that he be permitted to produce, direct, train apprentices and part-time students, etc. He is most interested in the study course phase.

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"It might be helpful to know that our program policy is built around the idea of bringing to our audience those kinds of programs that commercial television cannot afford to do because of the limited interest in the program matter. Chamber music is one demonstration of this policy. We plan to do specialized programming for labor unions, bed-ridden students, small businessmen, the foreign born, etc. Our intention is to serve a wide series of selected audiences rather than attempting to compete with commercial television. We believe that we shall serve as a supplement to commercial television, providing an alternative program service that our audience can dip into as they wish.

"I hope this information will be helpful to you in your talks with the AFL leaders next week. We shall be very interested to hear the results of your talks. As you very well know, so much of our future success hinges upon good relations with these television unions. We all wish you the best success."

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"The whole attitude of these locals is that we are a training as well as a non-profit broadcasting operation and that they will consider us (except where commercial money is involved) in a special category by which the bare minimum of union people will be hired and students will perform all activities to which they are assigned (1) as a training device and (2) to fill out WQED's broadcasting personnel needs."

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As I said, I think you, Walter and I should discuss this matter further.

Sincerely,

/s/ Morris Novik

March 19, 1954

Mr. Morris S. Novik
300 West Twenty-Third Street
Room 500
New York 11, New York

Dear Morris:

As Ralph may have told you, most of the educational station managers (at the Program Clinic conducted by the Center in East Lansing this week) were concerned lest the Union problem not be kept as a local problem, particularly with regard to engineers. They are afraid that in many areas where there's no trouble, a national agreement would be a disadvantage.

I think Ralph is in closer touch with you and what you've done than I, but I wonder if you are going to be at the Columbus IREFT convention? If so, I'd like to get out a note to the Directors and TV boys, so you could meet with them. Will you let me know, please? I think such a meeting would reassure them. I hope that we'll soon have NAEB funds to cover your services for a couple of years, for NAEB. Under that arrangement you'll still serve all involved organizations and coordinate (with) all. One of the first steps will be a meeting with Kenneth Yourd of the Center, and all others concerned, which I believe you should be the moving party in setting up, once we get funds.

Best regards,

Harry J. Skornia
Executive Director

HJS:fmh
cc: Caydon Ausmus
G. H. Griffiths
Ralph Steetle
Kenneth Yourd
Bob Mullen

Management Cons.

TO: NAEB OFFICERS, FYI

CONFIDENTIAL

From: Skornia

COPY

February 9, 1954

Mr. Ralph Steetle, Executive Director
Joint Committee on Educational Television
1785 Massachusetts Ave., NW
Washington, DC

My dear Ralph:

Before I forget any of the highlights I want to get this to you. I will put them down as they come to me without any attempt to polish or worry about terminology. I will try to give you the facts, mention the source, and you, Walter and I can meet and discuss this further. I will send a copy to Skornia and you can decide whether a copy should go to Day, Sener, Woods and Schwartzwalder. I am sure you agree that this ought to be confidential until we decide how to treat the whole subject.

Now here are the facts:

Before I reached Miami, I knew the St. Louis picture from personal contact so that when I reached Phoenix I used that as a base for my discussions with Sener, Day, Schwartzwalder and Woods.

Meeting in Miami

Five days was hardly sufficient time. I met with Messrs. Tracy, Walsh and Heller. I had a long conversation with Neal Haggarty, an outstanding labor man of California, who is a member of the San Francisco board and who designated Bassett, Secretary of the Los Angeles Council, to serve as a member of the board.

Mr. Tracy was interested and explained to me the past policies of IBEW -- they are strong on local autonomy. The radio and television division have had special conditions. They have never had a policy for educational, non-commercial stations; but he said that he wanted to do all he could to help, and he asked that I see Mr. Hardy, his radio-TV director. Had a long talk with Hardy yesterday and we have agreed to meet in New York or Washington on Wednesday or Thursday.

I met with Dick Walsh, a close friend, who recognizes our problem and the need for special consideration. He was going to do all he could to get word to his people in Pittsburgh to cooperate with us.

*I. A. is not involved in San Francisco, but is in Los Angeles; the I.A. man is in charge of film there.

The difficult one will be St. Louis where the IA and IBEW have been battling for years. While I haven't any commitment on St. Louis because I didn't ask for any, he recognizes that in the TV field the IBEW has had supremacy and therefore I am confident that if it comes to a showdown we will receive favorable consideration.

*Skornia note: IATSE

Heller is an old, personal friend and we spent a great deal of time together. I reviewed the Los Angeles and San Francisco situations. His key people are active in both stations. He wanted to be educated on the whole problem because the matter has come up at their boards and they are in the throes of determining a policy. The matter may come up for consideration in the near future. I stressed the need for securing cooperation so that the first voice hired should not be restricted but should be given permission to instruct students, to produce, to direct, etc., etc. I think we can obtain this but there again each local will have to decide. The only area that he was worried about is what would happen if Los Angeles or San Francisco were to use senior high-school or junior college dramatic societies to put on Hamlet or Life with Father, etc. Of course, I advanced all of the WNYC arguments. He admits they are valid but may be in immediate, direct conflict with actors who are seeking employment on commercial stations. I do not think we have to worry about this because the area of conflict will depend to a large degree on the area of close relationship in each community.

I didn't discuss the matter with Petrillo because I can always meet him in New York, and my WNYC pattern I am sure could be extended. In addition, the very friendly relationship in Los Angeles will go a long way to help.

To sum up, I am glad I got into it and it is too bad this was not done six months ago when the immediate problems like St. Louis would not be so urgent. I made it very clear that I wasn't involved in negotiation but that I wasn't setting up contracts for the individual stations but trying to evolve a general policy.

Before I enumerate the highlights of each area, I would like to tell you how encouraged I was by Bill Sener's complete grasp of the problem and his relationship with the key community people. Frankly, I don't think anybody knew the extent of his contacts and his relationship with these people.

I don't think I ever met Jim Day before but I couldn't help but be thrilled at his grasp of all of the problems and his concept of the role of the station in the community.

Houston was a revelation. I spent three hours with John, and saw his set-up. I think I will be able to help him with the Mayor, who is an old friend and the former president of the F. M. Association. He knows the area, he knows where he is going and I think he will educate his superiors to the role of the station. I cannot help but feel that there should be more contact between our key guys and him and his station. Unless I have been taken for a ride, I am convinced that he will not be kicked around, and he will not allow the Station to be used for any personal or sectional advantages.

Bill Woods, of course, is a trained, experienced guy. I got to talk to him only because when Dick called me in Houston about some problem which arose, he told me that he was meeting with the Union people. I called him and made it clear that I was speaking as an old friend and that I hoped to get to Pittsburgh only after I finished the other cities. As it was, I was able to help him with some suggestions for his meeting, and received from him a very good report on his IA negotiation which, by the way, I hope will help Dick in his negotiations.

That's it -- and now for the individual cities.

Los Angeles

I had a long conversation with Bill. His advisory board of 21 is quite active. They wanted Jim Haggerty, the state secretary to serve, but he designated Bill Bassett. Haggerty is a member of the San Francisco board. Bassett has not been active but I promised to talk to him and discuss the need for his participation. Bill has a good relationship with the key union people. His key staff people are instructors at the University and are, in most cases, members or officers of the unions involved. He has a fine relationship with all of the unions, especially the Musicians. Capt. Hancock has been a member of the Musicians' Union for many, many years. He's contemplating holding a conference with all of the unions involved. He accepted my suggestion that before he does this, he discuss the agenda and problems with his key people.

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"I hope this information will be helpful to you in your talks with the AFL leaders next week. We shall be very interested to hear the results of your talks. As you very well know, so much of our future success hinges upon good relations with these television unions. We all wish you the best success."

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This operation is quite different. He has 16 full-time people on his staff: 6 engineers (5 of whom are completely detached from instruction), 2 production, 2 writers, 1 newsman, 1 art director & lighting, 1 film and scenery, and 3 teachers.

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As I said, I think you, Walter and I should discuss this matter further.

Sincerely,

/s/ Morris Novik

"Letter from Novik"

Tuesday
January 26, 1954

Harry--

Dick called yesterday in Houston. He had some worry about how to handle the IBEW men at his meeting--late yesterday--I think I did give him some help--He will write me at Cuba--I'll be in Miami Beach, Hotel Monte Carlo-Sandy 31 for 6 days and then home--where I will give you full report.

Dick told me he called Bill in Pittsburgh for ideas--he suggested that Bill was meeting with a group of Labor People.

Called him this morning--as an old friend--Pittsburgh was not on list of cities for me to contact. Glad I did anyhow--he has a meeting set for this PM--with IA and AFTRA. Told him how to handle the problem. And lucky for our side I am meeting both Heller (AFTRA) and Walsh (IA) in Miami.

It will help to know that Pittsburgh is IA Town; no IBEW in here--so it will be easier. Had a very fine session with Sener--And Day (S.F.). Sener is by far ahead in his contacts--laid out his whole approach when he meets with them week of Feb. 1. He has friendly relations with IA-NAEBT-IBEW. His problem will be when he has to formalize his procedure--when he adds staff--and goes on for longer time.

He is completely satisfied that my formula, as explained to you, if I get it accepted, will help him immediately to solve his future needs.

Day, has a good relationship with NAEBT-IBEW--Both want to keep IA--out--(strange as that may seem). He agrees to formula--and it would solve his present and future needs. I am getting staff breakdown for him.

Houston was a real treat, inspite of all the worrys. I got to watch my step. Texans are sensitive etc., etc., and he isn't one of us etc., etc. That's nonsense--he is--alert and willing to take suggestions. And frankly after first half hour he said, "He will be asking me for help--Rather than visé versa".

His is not an employment problem. There are no Unions in Town except Musicians--And I think I can help. Will talk to Petrillo next week. I urged that he stick closer to NAEB. He did attend Oklahoma Meeting. Maybe you saw him in N. Y.. He said he was at Speech Convention.

He is outspoken in his school. Democratic tendencies and respected by School Administration for it. Between us, I will try to help him with Mayor, Roy Hofheinz, and old FM. Ass. Pres -- Hope this will give you some idea of present set up.

Harry, this in confidence. John Schwarzwaldler wants help from Ford--from Centre Set Up. He needs some equipment. It's amazing what he does with his little budget. I only saw it on surface, I confess. He got the green light yesterday for a very good Negro Program--a tie-up with Negro University. He says every one is scared about his sponsor--- But that he has not had any suggestion of what to do--or what not to do from that source. He will be keeping in close touch with you.

As Ever,
/s/ Novik

MEMO OF TELEPHONE CONVERSATION WITH MORRIS NOVIK

Tuesday, January 19, 1954

Morrie began by pointing out the four areas with which he is first concerned. They are:

1. Houston. He is going there next Monday to survey and discuss the situation with John Schwarzwalder.
2. Los Angeles. From Houston he is going to Los Angeles to talk with Sener and study the situation there.
3. It is likely that he will also go to San Francisco to talk to Jim Day. In all of these cases, letters have gone to these stations from Steetle on behalf of JCET, which has had the budget and staff to be faster on its feet than the NAEB.
4. St. Louis. This is a strong IBEW area. IATSE is the contesting party, of course.
5. Pittsburgh. Here Morrie knows Bill Wood, and feels that the situation is likely to be solved without too much difficulty.

After checking with Houston and Los Angeles, and possibly San Francisco, Morrie will probably discuss this problem with top IBEW leadership in Miami within the next week or two.

What he is attempting to do is evolve a formula, as was done at WNYC, to recognize and set apart the special status of non-commercial television, just as was done in radio.

Morrie feels that the greatest mistake made to date is failure to include labor representation in the community committees organizing future non-commercial television groups.

He feels that there is a serious RIGHTS problem as we all know. Here, however, I told him that we would have to coordinate our efforts carefully with the Center which has already been negotiating in this area.

Morrie could also handle ASGAP relations, getting the same special status for non-commercial television that has been achieved for non-commercial radio. In this area too, we would want to be sure to coordinate with all interested groups, to be sure that someone else is not also attempting to handle these relations.

He is also willing to handle AFM relations. I felt, in talking with Morrie, he would also be a good man to handle the possibility of securing the sort of blanket arrangement with AFM that MENC now has. This, I can explain more fully, if desired.

One of the great dangers, I feel, is that the Center has hired, to handle its rights and legal problems, a former commercial man (Kenneth L. Yourd). This, plus the knowledge everyone he negotiates with will have, that the Center has Ford money (which means a lot of money) certainly makes the Center a less good negotiator than the NAEB with its more easily recognized poverty. It is therefore not merely a dog in the

danger attitude on the part of EADS that should cause us to resist having the Center or JCET or NCCET steal the ball in this situation.

Our delay (and inability to get funds for fast action) already has caused most of the contacts in this Union problem to be carried on by JCET, although I believe I was the first one to start working on the solution of the problem, and to contact Morris Novik.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS
119 GREGORY HALL
URBANA, ILLINOIS

Copy

M. S. NOVAK
Radio Consultant

300 West 23rd Street. Room 500. New York 11, N.Y. ALgonquin 5-4385

November 20th, 1953

Mr. Harry J. Skornia
Executive Director, NAEB
University of Illinois
119 Gregory Hall
Urbana, Ill.

PERSONAL

Dear Harry:

My main objection ___ which I admit is not a valid one ___ is my unwillingness to start to take money from the NAEB; and if I do, it certainly does not have to be in the \$100 a day class. I have been working on that base level but that doesn't mean that the NAEB should pay that much.

I think I can help in the areas you suggest. I feel confident that I can help work out a fair arrangement with the Labor unions involved.

But here is one thing which you might do immediately. I notice in the St. Louis October 20th letter, reference is made to the fact that Overton had checked into the matter of a national agreement with the Musicians' Union. What has he done? Has he had any direct contact with Petrillo? Unless he has a very close personal relationship, I know that I can present our objectives in a more favorable light. Please understand that I "aint" trying to break down or minimize Mr. Overton.

What has been done with the Engineers. Specifically, St. Louis is IBEW territory--- have they contacted the IBEW? There I know I would have more than a sympathetic reception from Mr. Tracy, the president.

How about AFRA?

Actually, it seems that other than the general basic policy, each city has different problems and undoubtedly will require a different approach. In most cases, I would either know the head of the local central body or the State president, or get to them via Mr. Meany who is very much interested in the development of educational radio. You remember he appeared before the FCC at the hearings.

Sincerely yours,

P.S. Have you discussed this whole matter with Dick? Remember, we talked about it at lunch at the UNESCO meeting.

November 16, 1953

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Morris:

Here's a copy of a recent letter from St. Louis, to give you an example of the sort of problem I referred to for the consultant problem. I can't accurately say how general the problem is but expect it will grow with TV.

Off-hand there might not at first be much. Cohn and Marks started on a voluntary basis, with only reimbursement for actual expenses (travel, etc.). They this year presented a bill for \$1,100.00, which the Board didn't honor, because it was, they felt too high. Frankly we don't have funds for this now, but we have requested several thousands for consultant services as needed. In such cases I think perhaps \$100.00 a day plus expenses on personal consultation, or perhaps a \$200.00 or \$300.00 consultation retainer basis, if any charge at all, for replying to occasional questions like the attached might do it. As the amount or intensity of work becomes more obvious, perhaps in a month, or a year, we could work out a more equitable arrangement.

This whole consultant area is so new to NAES that I hesitate even to send the above. Why don't you get your ideas in, on the basis of your experience with consultant's fees, before we get into any further official consideration? How about that? If you'd rather not get involved at all, I'm sure all would understand.

Regards,

Harry J. Scornia
Executive Director

HJS:ms
Enclosure

M. S. NOVIK

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

R-10
CONSULTANT

November 10th, 1953

Mr. Harry J. Skornia
Executive Director, NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

PERSONAL

Dear Harry:

Re yours of November 2nd: Will you give me your off-the-record opinion of what is expected from me. Frankly, I have no desire to get involved on NAEB on a professional basis. Maybe I am old-fashioned or maybe I am still thinking about the old days when everything was done on a voluntary basis. How do you feel about it?

Are any of the other people involved in helping NAEB on a semi-professional basis? What sort of a financial basis would you think it fair for me to suggest.

Please give me your frank opinion — and, of course, this is in confidence.

Sincerely,

Mary:2
Will you
PS ~~May~~ I ask your Secretary to change my address as above. Thanks.

November 2, 1953

Mr. Morris S. Novik
National Association of Educational Broadcasters
630 Fifth Avenue
New York, New York

Dear Morris:

Sorry you couldn't get to Norman.

As new television stations go on the air, they ask NAEB about labor relations, and union relations. Radio stations also have questions and problems in this area from time to time.

In an effort to find the answers for them, I thought I would drop you a line and see on what sort of consultant basis you might be available, in case we could get funds to add this to the NAEB service to provide such stations in their early stages. Particularly in metropolitan areas, this is a serious matter which I think you are the best person I know to ask about. What is your reaction?

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:ms

cc: NAEB Directors and Officers

ST. LOUIS EDUCATIONAL TELEVISION COMMISSION
CHANNEL NINE
303 BOARD OF EDUCATION BLDG. 911 LOCUST ST.
ST. LOUIS 1, MISSOURI Central 8085

CHANNEL NINE STUDIOS
WASHINGTON UNIVERSITY
St. Louis 5, Mo.

VOLunteer 3-8722

October 20, 1953

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall Urbana, Illinois

Dear Mr. Skornia:

We have several questions here at KETC for which we would like your answers based upon past N.A.E.B. experience in radio as well as television.

In setting up our operating and capital investment budgets, we were discussing the matter of amortization and depreciation of capital equipment. Our accountants inform us that the general practice in non-profit educational institutions is not to depreciate equipment. Is this a standard procedure in educational radio stations around the country? In the cost figures that have been submitted to you by educational institutions producing programs under an N.A.E.B. grant, has depreciation been included?

The next item is that of engineering and musicians' unions. Has there ever been any agreement made on a national scale with unions in either of these categories? I am more specifically concerned with the engineering unions because it poses a more immediate and continuing problem. In the September meeting at Ann Arbor of the Program Center, the station managers who were in attendance all indicated that they did not plan to have any contract or working agreement with engineering unions but intended to have a completely non-union engineering staff. This is more agreeably achieved in the small communities than in the larger cities like St. Louis where even the Board of Education FM Station has been unionized. George Overton, legal attorney for the Center, has, I believe, been checking into the matter of the national agreement with the musicians' unions, but I have heard nothing further about this.

Can the N.A.E.B. furnish me with any information regarding libel and slander precedents pertinent to educational broadcasting? Our insurance counselor is recommending that we have some coverage in this line but before we decide I felt I would like to investigate the matter further with N.A.E.B. In a commercial situation I know that stations generally cover themselves with insurance, but I am wondering about the necessity for educational stations to do so.

I would appreciate all the help that you can give me in regard to concrete answers to the above questions or recommendations and suggestions should it be impossible to define the matter further.

Sincerely yours,

/s/ Richard J. Goggin,
General Manager

RJG:dft

copy made: November 16, 1953

C O P Y

ST. LOUIS EDUCATIONAL TELEVISION COMMISSION
CHANNEL NINE - KETC - 6481 FORSYTH BLVD.
ST. LOUIS 5, MISSOURI
Volunteer 3 - 0995.

January 6, 1954

Mr. Harry Skornia,
Executive Director,
National Association of Educational Broadcasters,
119 Gregory Hall,
University of Illinois,
Urbana, Illinois.

Dear Harry:

Pardon the delay in answering your December 21 letter. Part of it was occasioned by waiting until Morris Novik came out here earlier this week to see what he might have to say about our situation. (He was sent by NCCET and JCET).

As I wrote in my letter to Morrie several weeks ago (a copy of which you received) the situation in St. Louis is rather critical, at least in comparison with other cities. St. Louis is a hot union town and I gather that the IBEW local here is out to gather us into its fold. Morrie came here to meet with me, one of our Commissioners, and a lawyer who was formerly with the NLRB regionally and nationally. I think he got a good fill-in of our picture. He believes that something has to be worked out nationally. How successfully he can accomplish this I have no way of estimating.

I think it would be a very good idea if you held the meeting you mentioned, and I can make it most any date you set. January 21, 22 or 23 is fine. Meanwhile, may I suggest that you send urgent letters to such people as Bill Wood in Pittsburgh, Sener in L. A., Schwarzwald in Houston, McCarty in Madison, Neesley in Cincinnati, plus the appropriate people in Detroit, Chicago, Boston, and Hunter at East Lansing and Garrison at Ann Arbor and find out what their union problems are if any. If we could have this information handy for the January meeting it would help us plan strategy better, for each city has a somewhat different labor picture I suspect.

Be waiting to hear from you.

Best regards,

/s/ Dick

Richard J. Goggin

Copy Made 1-8-54.

TO: EXECUTIVE COMMITTEE, RICHARD HULL, RALPH STEETLE.

FROM: HARRY J. SKORNIA

DATE: DECEMBER 18, 1953

Herewith recent notes from and to Goggin and Novik. Would you agree to inviting Novik and Goggin to join Director's meeting at Ames in January for perhaps a half-day to plan strategy? I think a meeting of Union officials with Goggin and/or Novik should follow such a meeting.

To Hull and Steetle: Could you fill me in on results of your last discussions on this? Looks like a problem we'd better move on as soon after the holidays as possible. Only question is how.

C O P Y

From the Desk of
R.J. GOGGIN

Dec. 16, 1953

Harry Skornia,
NAEB.

Dear Harry:

Novik and I have had two long-distance phone calls subsequent to our written and oral discussion about unions.

The attached copy of a letter to Novik sums up the St. Louis situation as of the moment. He told me that he had had meetings with Steetle and Hull about unions and educational television. I don't know what has come out of it. Do you?

It was good to meet with you in St. Louis. There's a possibility my wife and I might visit some friends in Lincoln, Illinois, sometime during the holidays. If Urbana isn't too far away we might even take a trip over in that direction. Might I stop by to say 'Hello?'

Best regards,

/s/ Dick

Copy made 12-18-53

C O P Y

December 14, 1953.

Mr. Morris S. Novik,
300 West 23 St.,
New York 11, N.Y.

Dear Morrie:

As per your request I am sending along to you the gist of last Friday's meeting with the Business Manager of IBEW Local 1217, Radio Broadcast Engineers.

He is asking that all people hired in technical capacities (the usual jobs covered by IBEW and NABET in TV stations) become IBEW members, with full commercial rates of pay. We have six such technicians on staff now (the Chief Engineer is exclusive of this), all with varying backgrounds and varying amount of experience.

In addition to this he is asking that we give the union a blanket agreement by which we recognize its jurisdiction over all other job classifications (outside of office workers and creative staff, I assume), such as film editors, stage hands, costume, etc. The union's predication of this inclusive kind of agreement is on the basis of protecting the station from union jurisdictional disputes which IBEW says would be the case if we didn't have a blanket agreement with them. Such a blanket agreement would, they say, keep other unions out. IBEW is frank in admitting that it would keep other unions out for them too.

The IBEW Business Manager says he has already been in contact with our technical staff and they have indicated their willingness to join IBEW, obviously in the hope that we will sign with the union on their terms, which will materially increase each man's salary. Our budget is not predicated on paying commercial TV rates for anyone at the station. This is a non-profit, educational organization and we cannot be evaluated on the basis of what are going rates for a commercial, profit-making organization. In addition to our full-time engineering staff we intend to use students on a part-time basis, some possibly under course credit arrangements at St. Louis University and Washington University, and some paid on an hourly basis.

IBEW has no objection to our using students (and they could handle and use all the gear on shows), but they had thought that we would be using only students on a course basis. This is not as practical for us as it is for stations owned by universities. We cannot integrate our operations as easily with academic departments as a university-owned station could, for obvious reasons.

Frankly, the thing that disturbs me is that some months ago three members of our Commission went to see Jacobs, the head of the IBEW in town. He said he wanted to have just 2 or 3 of his men on our staff. When I met

December 14, 1953

individually with the IBEW Business Manager a few weeks ago he wanted to increase it to 3 to 5, but in any event just the technicians who would be concerned with installation. When he met last week with Dr. Compton of Washington University, Father Reinert of St. Louis University, and myself, he wanted all our electronic technicians covered, those we now had on staff and those we might add in the future.

You can see how this thing has pyramided just in informal talks. Where would it go from here, either in negotiation now or in the future?

Let me elaborate more on this overall agreement IBEW would like to have. We were told last week that IBEW did not want to actually have their personnel in our film department, or in our scenery construction and erection department. We could employ anyone we wanted to there, and presumably on our own wage and time basis. The IBEW technicians would be allowed to and expected to, by the union, to help shift scenery, etc. There would be no hard and fast job functions to preclude something like this. Again, the question: what are the probabilities of this situation pyramiding and the whole staff becoming unionized?

Morris, no educational television station can financially face a future in which everyone on staff is unionized at union commercial television pay scales. We are now at a crucial point.

From some quarters here in town I understand that the AFM has eyes on the station, also possibly AFTRA, and even the Newspaper Guild is considering trying to place its members as script and continuity writers.

Yesterday, the Business Manager of the IATSE Motion Picture Operators Union was at the studio to see me; along with him was the Secretary of the Ninth District of IATSE. Both wanted to place men on our staff, the first a projectionist and the second stagehands there will be a jurisdictional dispute between IBEW and IATSE, and that was made clear to me yesterday when the IATSE representatives said that they would oppose any encroachment of IBEW into their fields.

We don't want to get caught in any union jurisdictional disputes, we don't intend to play one union against the other, and we must be neutral and impartial. I know local autonomy is strong in St. Louis, but it seems to me that the AFL itself ought to try to reconcile its unions in terms of jurisdiction. I hear reports that this is being attempted in Washington, at the national headquarters, but will the locals concur?

With no commercial income, with no profits accruing to management and to owners, educational stations have to predicate their operations on a level distinct from commercial stations. I think the unions should consider pay rates of a different order for non-profit, educational stations. This is not a sub-standard concept for rates of pay because the standards for commercial station operation and for educational stations are not the same. IATSE indicated to me yesterday that they would agree to discussing a different pay scale than for commercial stations; IBEW was not in sympathy with this when the matter was brought up last week.

An educational television station can be and in an area such as St. Louis might very well be considered by the unions as a potential training ground for personnel who would be able to go from us to commercial or other forthcoming

December 14, 1953

educational stations, and would have been made qualified for better positions and for acceptance, if they so wished, into unions in these other stations.

I'm not sure just what the next steps here will be in regard to the present situation where at least three locals have approached us, and we suspect others are in the offing. I believe some work has to be done nationally, by the unions themselves and perhaps by organizations such as NAEB and JCET. (I am sending carbon copies of this letter to Harry Skornia at NAEB and Ralph Steetle at JCET.)

Some people believe that one should never initiate any discussions with unions; rather have them come to you. I don't know whether this is always the best procedure or not. What would you say to the idea of us trying to call representatives of the locals together at one meeting, indicate to them that this station is a community project, non-commercial, educational, and that we need their cooperation to help make it a success.

Any suggestions that you can make will be appreciated, and anything that you can do on the national level with NAEB, JCET and the unions themselves to try to iron the matter out would certainly clarify the picture not only in St. Louis but also in other parts of the country. The one thing to keep in mind, however, is the possibility that any national union arrangements might thereby impose union situations on localities normally free from them.

Best regards.

Sincerely,

Richard J. Goggin
General Manager, KETC

cc: Harry Skornia
Ralph Steetle

copy made 12-18-53

1 + C

November 27, 1953

Mr. George Overton
Educational Radio and TV Center
134 South La Salle Street
Chicago, Illinois

Dear George,

We're on the point of providing consultant services in such cases as the one indicated in the Goggin letter. In starting, I've had the following questions fired at me. Can you answer them?

"I notice in the St. Louis October 20th letter, reference is made to the fact that Mr. Overton had checked into the matter of a national agreement with the Musicians' Union. What has he done? Has he had any direct contact with Petrillo?

"What has been done with the Engineers. Specifically, St. Louis is IBEW territory -- have they contacted the IBEW?

"How about AFRA?

Could you give me a summary of that has been done so far in Union relations so we are careful not to jeopardize what has been done?

Regards,

Harry J. Skornia
Executive Director

cc: Harry Newburn

HJS/he

C O P Y

M. S. NOVIK
300 West 23rd Street
Room 500
New York 11, New York

Radio
Consultant

March 22nd, 1954

Mr. Harry J. Skornia
Executive Director, Natl. Assn. of Educational Broadcasters
University of Illinois, 119 Gregory Hall
Urbana, Illinois

My dear Harry:

I will see you in Columbus. By all means, get word out to the directors and anyone else you wish about a meeting while I am there. As a matter of fact, I was going to meet at dinner or lunch with the five fellows whom I have been seeing: Dunn, Sauer, Schwarzwald, Wood, Goggin, you and Ralph.

I can understand why a lot of the guys would worry -- and frankly, they have reason to worry -- not because of anything which we do but because they are assuming that you can live in the atomic age and deal with the most developed form of communication but be completely isolated from any outside influence. Between us, the reason their worry is exaggerated is (a) the major unions have so many other problems that they are not interested in going after the university educational radio TV station and (b) they are located in areas off the beaten path.

Rest assured that in all my conversations with top level people we never think in terms of a national contract. As a matter of fact, it would louse up everything we are doing because we would have to decide whom to deal with, etc., etc.

Thanks for having my future financial interests in mind. I hope NAEB will raise the additional funds but so far as Novik is concerned, let's cross that bridge when we get to it. Everything I have done so far, I have done because Steetle, Mullen and you thought the job ought to be done. Believe it or not, I am much more optimistic about my accomplishments than I was when I started.

Sincerely yours,

/s/ M. S. Novik

THE FUND FOR ADULT EDUCATION

ESTABLISHED BY THE FORD FOUNDATION

914 EAST GREEN STREET

PASADENA 1, CALIFORNIA

March 26, 1954

RECEIVED
NAEB HEADQUARTERS

MAR 29 1954

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harry S. Skornia
Executive Director
National Association of
Educational Broadcasters
Urbana, Illinois

Dear Harry:

One or two items that have crossed my desk recently lead me to ask you whether you are under the impression that we have here all we need in order to take some action with respect to your request for funds for a "consultant on labor matters" (Morris Novik).

Possibly there was some lack of communication on this one, but you will recall that in any formal request to the Fund you have included the Labor Consulting Services as one among several other such items with no separate budget for this service in its own right. My recollection of our talks in Chicago was that you were going to discuss with Harry Newburn and possibly others, the idea of the NAEB's offering such a service, but doing so in the interests of all organizations and agencies concerned--so that your man, in effect, would be alert to the needs also of the Center, the JCET, the NCCET, etc., and might, on occasion, take care of quite specific matters for them. Also, as I recall it we were to get a further statement from you on the particulars as to the budget for this service--fees, travel, etc.

Let me hasten to add that I may be in error as to how things were actually left. In any event, we really should have a statement covering the above points just as soon as possible.

My very best.

Sincerely yours,

G. H. Griffiths
G. H. Griffiths

Joint Committee on Educational Television

1785 MASSACHUSETTS AVENUE, NORTHWEST, WASHINGTON 6, D. C.

March 30, 1954

JCET MEMBERS

AMERICAN COUNCIL ON EDUCATION
DAVID D. HENRY VICE-CHAIRMAN

ASSOCIATION FOR EDUCATION
BY RADIO-TELEVISION
FRANKLIN DUNHAM

ASSOCIATION OF LAND-GRANT
COLLEGES AND UNIVERSITIES
JAMES H. DENISON

NATIONAL ASSOCIATION OF
EDUCATIONAL BROADCASTERS
GRAYDON AUSMUS

NATIONAL ASSOCIATION OF STATE
UNIVERSITIES
ALBERT N. JORGENSEN

NATIONAL COUNCIL OF CHIEF
STATE SCHOOL OFFICERS
EDGAR FULLER, CHAIRMAN

NATIONAL EDUCATION ASSOCIATION
OF THE UNITED STATES
BELMONT FARLEY

RECEIVED
NAEB HEADQUARTERS
RALPH STEETLE, EXECUTIVE DIRECTOR
HUDSON 3-6628

MAR 31 1954

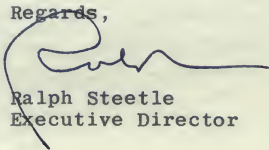
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Mr. Harry J. Skornia
Executive Director, NAEB
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Saving Thursday evening time for session
with you, Novik and the others.

Regards,


Ralph Steetle
Executive Director

Sent to all offices
Dr Newburn - 3/31

Management
Consultant

March 31, 1954

Mr. G. H. Griffiths
Fund for Adult Education
1444 Wentworth Avenue
Pasadena 5, California

Dear Mr. Griffiths:

Summarizing its earlier requests, on this matter, and providing the additional information requested in your letter of March 26, the National Association of Educational Broadcasters hereby requests the sum of fifteen thousand dollars (\$15,000.00) for the operation of a union relations consultation service for all American educational television and radio stations for a period of three years, with immediate emphasis on television. It is expected that only a small proportion, if any, of the efforts of this consultant would be devoted to radio, as the situation now stands.

Numerous requests have been received by the NAEB for help and advice on labor and union relations from new educational television stations and groups planning such stations. In view of the growing number of such educational television stations it is felt that the services of a qualified consultant are needed in this area. The NAEB is looked to as the service organization of educational television and radio broadcasters. Therefore, this proposed service is a natural one for the NAEB to undertake.

A copy of this request is being sent to Dr. Harry Newburn of the Educational Television and Radio Center, to insure adequate coordination of efforts in this area. In recent discussions with Mr. Kenneth Yourd, of the Center's staff, it was our specific understanding that the Center would not undertake this general service, but would like to be included in all such discussions, and would of course need to have a voice in all decisions, in view of the need for clearances to facilitate program exchange. Mr. Ralph Stootle, of the JCET, has also indicated readiness to have the NAEB take over this service, finding it the natural and obvious province of the NAEB. The same is true for the NCEET, with which these areas of jurisdiction were earlier discussed.

Mr. Morris Novik, New York Consultant, for many years an NAEB Officer and long associated with the NAEB, has already been contacted and has agreed to serve as consultant. As agreed in discussions with representatives of the FAE and the Center, one of Mr. Novik's first functions will be to hold a conference with appropriate representatives from the Center, the JCET, the

March 31, 1954

NOGET, and the educational television stations concerned. Such a joint conference, with procedures for later reporting and consultation, will insure that this consultation service will be a thoroughly coordinated effort, under the supervision of the NAEB, but available to all those groups and organizations mentioned. Mr. Novik will be alert to the needs of all, and will not act without careful consultation with all parties concerned.

Proposed budget:

For the first year of the service:

Consultation fees (Est. 40 days @ \$100 per day) up to	\$ 4,000.00
Travel, up to	3,000.00

For each of the two succeeding years:

Consultation fees (Est. 25 days @ \$100) up to	\$2,500.00
Travel up to	<u>1,500.00</u>
Total for each year	\$4,000.00

Total for last two years

Total requested for three year project, up to	<u>8,000.00</u>
-----------------------------------------------	-----------------

Administration, accounting and reporting procedures agreed to for this project are the same as those found satisfactory for joint FAE-NAEB projects.

It is our hope that this brief statement adequately explains the proposed project and procedures. If not, on behalf of the NAEB Executive Committee, and President Graydon Ausmus, I hope you will contact me for any additional data needed. We shall all be at the Deshler-Hilton Hotel in Columbus from April 5 through 9, in case communication is necessary, or any decision is reached by that time.

Our sincere thanks for our recent fine discussions with you. I believe an increasingly fuller realization of projects of common interest to the FAE and the NAEB is becoming a reality, thanks to your understanding and that of the FAE Board. I also believe this request represents one more step in the clarification of responsibilities in the entire area of services needed in educational television.

Sincerely yours,

Harry G. Skornia
Harry G. Skornia
Executive Director

HJS:ms

cc: NAEB Officers
Dr. Harry K. Neuburn

Novik file

April 14, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Morris:

Don't know whether Graydon and/or the other fellows mentioned to you, in your huddle, but all requests for consultation service (which is available only to NAEB members at this stage, except as requested by the Center, JGET, or NCGET) are to be reported back to the Directors, so anyone whose hailwick might be adversely affected may have a chance to comment.

I'll write further as soon as I get more caught up.

Best regards,

Harry J. Skornia
Executive Director

HJS:mbh

cc: Ausmus

M. S. NOVIK

300 WEST 25rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4585

RADIO
CONSULTANT

RECEIVED
NAEB HEADQUARTERS

APR 19 1954

AM

PM

April 16, 1954

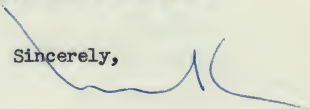
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Harry:

Grayden explained in a general way about the request for consultation, but I'd like to have that spelled out a little more when you get caught up.

I ~~we~~ got a couple of suggestions as to who the people were who worried most and I think I can figure out their concern. But let's get all the facts and we can solve the problem.

Sincerely,



Mr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Ass Mem

April 28, 1954

Lee
Mr. Morris S. Novik
Room 500, 300 W. 23rd Street
New York 11, New York

Dear Morris:

Any reaction to my proposed announcement of your availability? Think we should call your service a Management - Labor or Management - Employee relations one, or perhaps Management - Personnel? What is your reaction to this and the earlier stuff sent you? Need to announce soon as possible.

When can you have or call your first meeting (with NLRB, JOET, HOCR, etc.)? Have had one NLRB officer objection to possible dangers of this proposed meeting, for fear it will lift everything out of the local to the national scale. I had only intended to discuss what should be done to prevent the creation of a national problem. How do you react to this?

Regards,

Harry J. Skornia
Executive Director

HJS:wg

cc: Ausmus
Schoolley
Dunn
Hunter
Griffiths
Newburn

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR



April 28, 1954

RECEIVED
NAEB HEADQUARTERS

MAY 1 - 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

TO: NAEB Officers and Directors

FROM: Richard B. Hull, Director of Region IV

RE: Relative to John Dunn's April 22, 1954 Memorandum

I am very much impressed with John Dunn's memorandum relative to our "human relations project" and M. S. Novik.

I want to second every one of his points.

RBH:dm

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR

NAEB

April 28, 1954

TO: Harry Skornia ✓
Graydon Ausmus
Other Officers of the NAEB
Board of Directors

FROM: Richard B. Hull

I have noted with interest your memorandum of April 20 with respect to Mr. Novik and the announcement of the availability of his services, together with a confidential memorandum to NAEB active members.

I have also noted your letter copy of April 20 addressed to Mr. Novik and I am reacting specifically to paragraph four.

My opinion remains that the problem however presently restricted locally will not continue. An intelligent approach involves anticipating difficulties in the future and making plans to solve them in the best way possible. In the consultant relationship which has been established for Mr. Novik I see no problem in attacking this.

If I am in error about the absence of the problem I nonetheless agree with the statement of Board member Hunter at Columbus--that either we had better face up to this problem or else stifle our concerns about some other agency undertaking to handle it. (Specific reference is made to the voiced annoyance in several quarters about the fact that the JCET first employed Novik for the same purpose. In other words, we either get on the horse or off the horse, and if we have decided to walk we had better not complain of not being able to ride.)

I approve the idea of a general meeting where consistent policy can be formulated for the activity which will ensue.

Dick m

*CC: Schenckman, Novik
Exec Comm. 4/30
Sent*

COPIES OF TWO NOTES (4/27) FROM G. H. GRIFFITHS, OF FAE

"Dear Harry:

I have read very carefully the recent letters from you to me and from Graydon Ausmus to Miss Howard regarding the assignment of Mr. Novik as a "consultant on personnel problems" or, if you will as "management consultant".

I believe all of us are clear as to the actual duties Mr. Novik will perform. Accordingly we would be only too happy to use whatever terminology you consider most appropriate. Miss Howard will be away from the office until the end of this week but I shall review this matter with her as soon as she returns. If any change in the wording of the grant letter appears to be called for, we will advise you. However I doubt that will be necessary.

In any event since the services Mr. Novik is performing are the services the grant was intended to cover, I assume you are going right ahead with all your plans.

Sincerely yours,"

"Dear Harry:

Recently you sent along a draft of a proposed letter to go to all holders of educational television channels regarding the NAEB's Placement Service.

I appreciated your thoughtfulness in sending this along and I regret that the extremely heavy schedule of the past ten days or so has prevented earlier comment on my part.

As I am sure you know, we feel that the proper limits of our concern in matters of this kind are confined to the references to the Fund and the nature of the grant. In these respects your suggested draft strikes me as very good indeed--as it does in all respects for that matter.

If you haven't yet gone to press, I do have one suggestion. The last sentence in the first paragraph could read: "Full time operation is now possible through a grant from The Fund for Adult Education". (While we used to request it, it is not really necessary to add "an independent organization established by The Ford Foundation".) This, however, is not too important a point and if there is any awkwardness for you in making the change, forget it.

For our records here, we would appreciate a copy or two of the announcement as it finally goes out.

Again, many thanks.

Sincerely yours,"

NAEB HQ 4/29/54

TO: NAEB Officers and Novik

April 28, 1954

Mr. Morris S. Novik
Room 500, 300 W. 23rd Street
New York 11, New York

Dear Morrie:

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When can you have or call your first meeting (with ETRG, JCET, NCCET, etc.)? Have had one NAB officer objection to possible dangers of this proposed meeting, for fear it will lift everything out of the local to the national scale. I had only intended to discuss what should be done to prevent the creation of a national problem. How do you react to this?

Regards,

Harry J. Skornia
Executive Director

HJS:wc

cc: Ausmus
Schooley ✓
Dunn
Hunter
Griffiths
Newburn

RECEIVED
RECORDS SECTION

APR 29 1954

April 28, 1954

TO: Harry Skornia
Graydon Ausmus
Other Officers of the NAEB
Board of Directors

FROM: Richard B. Hull

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I approve the idea of a general meeting where consistent policy can be formulated for the activity which will ensue.

April 29, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

In rereading yours re. Novik, wonder if you (instead of JCET) should pay for trips and conferences we had no voice in planning (i.e. prior to April 15). I'd oppose paying him for what someone else had him do, partly because if any "eggs" were laid during this period in which we were not adequately consulted, if at all, I'd rather not have the record show them as NAEB-financed, particularly since I think the JCET sent Novik on promise he'd be paid by them.

One opinion only, sir.

Re. Goggin, besides what you've seen on this, I told him at Columbus of the need to qualify for our many services, for members only, by joining.

Best regards.

Sincerely,


Harry J. Skornia
Executive Director

HJS:vc

cc: NAEB Officers

April 20, 1964

Mr. M. S. Novik
Radio-Television Consultant
300 West 23rd Street - Room 500
New York 11, New York

Dear Morris:

To help clarify the situation, here is a quotation from the minutes of the last board meeting, in Columbus:

"It was moved that the public (human) relations consultant systematically inform the Board through the office of the Executive Director of any labor problem or situation which develops and that his function be confined to (individual station) consultation and advice and should not involve negotiation. The motion was seconded and carried."

Earlier a motion had been made that no service be provided by you to any NABE member without specific authorization (in each case) of each member of the Board of Directors through me. Although this formal motion did not pass, I think it reflects, as does the motion which did carry, very specific concern lest areas now in good shape be endangered, and lest a problem which is now a local one become a national one. That is also behind the Statement of Services available from you, which it is understood will not be limited to union areas, in view of your overall consultation background and the fact that you are a radio and television consultant rather than a union consultant.

As soon as I get a reaction to a proposed announcement (attached) from the Directors, I'll announce your availability to NABE members, and to the ETRC, JCET, and NUCET. I think a meeting, called by you, is then in order to insure integration of all efforts. Soon thereafter or at the same time, I believe interested parties (Schenkman, Goggin, Wood, and others who wish to attend -- I don't yet know how many there will be, hence my indefiniteness as to whether or not this would be a separate meeting) should meet with us also.

By that time I hope requests for your services, based on understanding, and with most suspicion eliminated, can be accepted and you can go on with that phase of it. The suspicions, I might say, are

Mr. W. S. Borik

-2-

April 20, 1962

is no way due to you, personally. In fact I think you are the only person who can meet this very ticklish problem which is only beginning to show itself here and there.

In view of the fact that we do have adequate funds for such travel, as do the JCET and NCMT, I suggest Chicago as the spot in which to meet. Would you round out Kenneth Board (for the Carter), Steele, and Miller, on behalf of the NARS, and proceed with the first step? I'll contact a few of the NARS people to be sure they are in attendance as well. Let us know what hotel, and when, in Chicago, and we'll be there. After that, a lot more definite plans can be laid.

Best regards,


Henry J. Goornia
Executive Director

EJS/vab
Enc.

TO: NAEB OFFICERS

FROM: Skornia *W Mc*

DATE: April 20, 1954

I'd be grateful for your reaction to the attached. Mr. Novik's availability will need to be announced, or there will be no demand for his services.

I'll send approximately as is unless in receipt of protests by April 23. As agreed, announcement of "Union Consultation" services is likely to create a problem which does not now exist.

Enc.

DRAFT

DRAFT

TO: Confidential to NAEB Active Members
FROM: Harry Skornia H. MC.
SUBJECT: Human Relations (and Employer-Employee) Consultation Service
DATE: April 20, 1954

The NAEB has recently secured funds from the FAE for a consultation service which will be available for the first year without charge to NAEB members and applicants for membership. This service will be strictly on an individual basis, and no negotiations on discussions will be carried on at a national level or on a national basis, as this service is now set up. To handle this service the NAEB has secured the services of Mr. M. S. Novik, New York Radio and Television Consultant, former Director of WHIT, and well-known to many NAEB members, in station operations, union relations, and other areas.

Requests for the consultation services of Mr. Novik should be addressed directly to Headquarters. Thanks to the FAE grant, there is no cost to NAEB members for this service. In keeping with efforts to eliminate as much duplication as possible among the various organizations concerned with the development of educational television, Mr. Novik's services will also be available on the same basis, for fulfilling needs in this area which are reported by the JCET, the MCCET, and the Educational Television and Radio Center with all of which the closest cooperation and coordination will be maintained.

THE FUND FOR ADULT EDUCATION

ESTABLISHED BY THE FORD FOUNDATION

914 EAST GREEN STREET
PASADENA 1, CALIFORNIA

RECEIVED
NAEB HEADQUARTERS

April 27, 1954

APR 29 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Mr. Harry J. Skornia, Executive Director
National Assoc. of Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Harry:

I have read very carefully the recent letters from you to me and from Graydon Ausmus to Miss Howard regarding the assignment of Mr. Novik as a "consultant on personnel problems" or, if you will, as "management consultant".

I believe all of us are clear as to the actual duties Mr. Novik will perform. Accordingly we would be only too happy to use whatever terminology you consider most appropriate. Miss Howard will be away from the office until the end of this week but I shall review this matter with her as soon as she returns. If any change in the wording of the grant letter appears to be called for, we will advise you. However I doubt that will be necessary.

In any event since the services Mr. Novik is performing are the services the grant was intended to cover, I assume you are going right ahead with all your plans.

Sincerely yours,



G. H. Griffiths

GHG:EH

April 29, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:


In rereading yours re. Novik, wonder if we (instead of JCET) should pay for trips and conferences we had no voice in planning (i.e. prior to April 15). I'd oppose paying him for what someone else had him do, partly because if any "eggs" were laid during this period in which we were not adequately consulted, if at all, I'd rather not have the record show them as NAEB-financed, particularly since I think the JCET sent Novik on promise he'd be paid by them.

One opinion only, sir.

Re. Goggin, besides what you've seen on this, I told him at Columbus of the need to qualify for our many services, for members only, by joining.

Best regards.

Sincerely,


Harry J. Skornia
Executive Director

HJS:wo

cc: NAEB Officers

COPIES OF TWO NOTES (4/27) FROM G. H. GRIFFITHS, OF FAE

"Dear Harry:

I have read very carefully the recent letters from you to me and from Graydon Ausmus to Miss Howard regarding the assignment of Mr. Novik as a "consultant on personnel problems" or, if you will as "management consultant".

I believe all of us are clear as to the actual duties Mr. Novik will perform. Accordingly we would be only too happy to use whatever terminology you consider most appropriate. Miss Howard will be away from the office until the end of this week but I shall review this matter with her as soon as she returns. If any change in the wording of the grant letter appears to be called for, we will advise you. However I doubt that will be necessary.

In any event since the services Mr. Novik is performing are the services the grant was intended to cover, I assume you are going right ahead with all your plans.

Sincerely yours,"

"Dear Harry:

Recently you sent along a draft of a proposed letter to go to all holders of educational television channels regarding the NAEB's Placement Service.

I appreciated your thoughtfulness in sending this along and I regret that the extremely heavy schedule of the past ten days or so has prevented earlier comment on my part.

As I am sure you know, we feel that the proper limits of our concern in matters of this kind are confined to the references to the Fund and the nature of the grant. In these respects your suggested draft strikes me as very good indeed--as it does in all respects for that matter.

If you haven't yet gone to press, I do have one suggestion. The last sentence in the first paragraph could read: "Full time operation is now possible through a grant from The Fund for Adult Education". (While we used to request it, it is not really necessary to add "an independent organization established by The Ford Foundation".) This, however, is not too important a point and if there is any awkwardness for you in making the change, forget it.

For our records here, we would appreciate a copy or two of the announcement as it finally goes out.

Again, many thanks.

Sincerely yours,"

NAEB HQ 4/29/54

TO: NAEB Officers and Novik ✓

RECEIVED
NAEB HEADQUARTERS

THE FUND FOR ADULT EDUCATION

1444 WENTWORTH AVENUE
PASADENA 5, CALIFORNIA

MAY 6 1954

AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

May 4, 1954

Mr. Harry J. Skornia, Executive Director
Nat'l. Assoc. of Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Harry:

Several days ago you sent me a statement on
Novik's services which you planned to forward to your members.

I believe you requested my reaction and I
regret that I am rather tardy with it. Your statement seemed
fine to me and I have nothing to suggest.

I hope to send you further word in a day or
two as to whether your observations on the scope of Mr. Novik's
activities call for any modification in the wording of the grant
letter; however I am inclined to doubt it.

My very best.

Sincerely yours,



G. H. Griffiths

GHG:EH

TO : Executive Director, Officers and Directors, NAEB
FROM: John W. Dunn 11:05 a.m. CST 4/22/54

Special Del

First, I must protest that our Executive Director does not give enough time for his letters to travel to distant points, be analyzed and replies formulated. His letter regarding Novik, etc, mailed at 8:30 p.m. April 20, arrived in Norman at 9:00 a.m. April 22. Hence, everything had to be pushed aside in the hope that an air mail special delivery might get to Headquarters by the 23rd. We are FORCED to operate within the limits of our budget; hence long distance calls and telegrams are used only in times of greatest need.

In our attempt to be so "hush-hush" we have become too general in our statements about the "human relations project." Certain things must be spelled out for every one concerned.

1. We must emphasize to NAEB members and others that Novik's services must be the result of a REAL need after all local efforts have failed. Otherwise, the poor guy'll be kept hopping 'round the country needlessly. Also, this will make local person analyze more carefully his own situation and the resources at hand.

2. Novik (bless him) and all others concerned (including NCGET & JCET) must know that requests for Novik's services must be channeled through the Executive Director of NAEB. In making request for his services, member must reveal to NAEB Exec. Dr. the salient points regarding the difficulty at hand so that Novik and other interested parties can be notified. In other words, we must not leave the impression that all it takes is a crook of the finger to get Novik there. With this information under his belt, Novik can best plan his strategy and perhaps get information he needs before leaving New York.

3. Members requesting Novik's services should be aware that his request will be made known to other interested parties -- either in his own area or nationally.

In this connection, I can see no value attached to reporting to everyone. If, for instance, it's strictly in realm of TV, then it should be reported only to those who are actually in TV (either with CP or applicant).

Full Board of Directors should be notified at once. Exec. Dr. should use judgement. If he anticipates request is a "hot potato", then he should wait for Board Reaction by telegram within given period before requesting Novik to move in. Otherwise, notification of Board would be routine.

4. Nowhere have we required Novik and interested parties with whom he would be working to file any kind of written report. This should be done for several reasons: (1) to protect NAEB's interests in case any eyebrows are lifted; (2) to serve as a guide in the future when FAE project is no longer with us. Files should be restricted and made available only to NAEB Members who need them for study.

I look askance at the gathering which is projected for Chicago. I think there's danger there for such a meeting immediately lifts everything out of the local and puts it on a national scale. There will be a tendency to reduce the whole thing to a common denominator. I see no reason why NCGET & JCET should be present. Exec. Dr. should notify them of how they should proceed to use this service the same as everyone else. The more Novik can operate as a "lone wolf" the better off we'll be.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Officers

CONFIDENTIAL

FROM: Harry J. Skornia H J. Sk

DATE: May 12, 1954

SUBJECTS: Various

The attached letter to Novik speaks for itself. It's as I was requested by Graydon to draw up, but with various generalities reduced to specifics.

I do feel that the fears of one or two people have had so much effect on the situation now, that Novik's value to us is likely to be virtually nil. Herewith, quotations from 2 recent notes from Morrie:

(1) "My Dear Harry:

You have covered the understanding that you, Graydon and I had - thoroughly and accurately.

As far as I am concerned, it is o.k., and I will await further instructions."

(2) "Having said what I did about your May 4th Memo, I think I ought to tell you in confidence about one set-back that I have had. Due to my desire to live up to the letter and your prohibition about possible National negotiations,

I think I have told you that the top IBEW people of Los Angeles and San Francisco, St. Louis, etc. have been meeting in Washington for the past couple of weeks. Hardy, the top Washington man, arranged for an informal luncheon session to give me a chance to explain the problem of the educational station. I was so anxious to avoid any possible violation of the spirit of the Columbus decision, that I cancelled the session and of course missed the opportunity of having the sympathetic attitude of L.A., San Francisco and Hardy help break down St. Louis which, as you know, is a hard nut to crack."

Unless this is to be reduced to an impossible situation of fearfulness, I think we should best drop it. I therefore hereby request authorization for Morrie to engage in informal conversations of the sort mentioned above, which will be to the long-term advantage of all. I think all unions who read and listen now know there is such a thing as educational TV, and the best presentation of our situation would be one presented by us rather than someone else.

The reaction (and in essence vote) of all officers, to Graydon with copy to me (if this is o.k. with him) is urgently needed, as well as your reaction to my May 10 note re meeting. I now believe this meeting should include Schenkan and Goggin as well as a few Directors at least, so that various sides of the problem can be threshed out. Personally I'm willing to lose a member, if necessary (Schenkan, you may recall threatened this on behalf of WUNC-TV if we "even talked" to unions) rather than being "babes in the wood" a few years from now. May I hear from you (besides Hull and Dunn who are already firm and clear)?

myr

May 12, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Morris:

This will put into a letter statement, at Graydon's request, his and the NAEB's understanding regarding the conditions of your consultation service.

On the basis of this understanding, this service will be first undertaken on a six-months basis, beginning April 1, renewable for a second six months. These dates are those of the grant itself (April 1, 1954 - March 31, 1955). You will be paid a retainer of \$2500.00 per year (I understand this to mean \$1250.00 per six-months period) plus \$75.00 per day plus expenses for days worked for the NAEB outside your office. In case of two different days consumed in travel (one going; one returning), one will be chargeable, the other not.

For work done on behalf of the NAEB from your office, under this understanding, the NAEB will pay no charges other than those for actual expenses such as phone, telegraph or mailing costs. Checks will be forwarded to you by F. E. Schooley, NAEB Treasurer, upon receipt of bills forwarded from you through this office.

As you will have noted in earlier correspondence of which I have kept you informed, services are to be performed for NAEB members and others, including the JCEC, NCCET, and NTRC, only after clearance through this office, which means checking by me with the Directors of the organization, or others interested, except in the most routine matters, and that only after routines have been established.

A report from you will be necessary, due September 15, 1954, so that it may be incorporated into the report required of us by the FAE, to reach them not later than October 1. We should also appreciate reports of services performed, on a monthly basis, together with bills.

Your retainer fee for the first six months will be forwarded to you September 15, upon receipt of your first report, if this is satisfactory with you. At that time a letter of extension can be issued, if agreeable to both sides of this agreement.

Sincerely,

H. J. Skornia
Harry J. Skornia
Executive Director

HJS:mr

cc: NAEB Officers

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Officers

CONFIDENTIAL

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DATE: May 12, 1954

SUBJECTS: Various

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14
I approve
2/28/54
May 27, 1954

Mr. Graydon Ausmus
Radio Station WUOA
Box 2002
University of Alabama
University, Alabama

Dear Graydon:

Kenneth Yourd just called (from ETRC) regarding the need to get on with the union problem, not with relation to station staffs, but with relation to rights on kinescopes which the ETRC had hoped to exchange. They are frequently prevented from carrying out this distribution by the type of labor arrangement agreed to in and for the original production. If commercial fees are to be applied (i.e. if no special status were secured for ETV) fees will be sometimes ruinously high at a precedent-making time.

Feeling that they should not unilaterally proceed, he asked about the earlier-discussed meeting with Novik. When I suggested my checking with the Board he pointed out he was afraid there were a couple of cases which couldn't wait that long. I then suggested that he talk to Morris Novik by phone to save time. If they together then feel a meeting essential, they can together plan agenda and proposals for it, and Novik can call it, subject to my checking with the Board as I now herewith do. Although I have not discussed this next thought with either Yourd or Novik, I personally feel that these negotiations, once decided on, should and must probably then obviously be handled by Yourd for the ETRC, rather than Novik for the NAEB. This is not a station-relations case, in other words. However, it will affect all ETRC contractees, all ETV stations (who are also all NAEB members), and whether the hoped-for Center-distribution system will work or not.

I therefore hereby request Board reaction to Novik's serving in this case on approved ETRC Request, as visualized and described in the FAE Request, whenever Novik, with Yourd, may decide it is necessary, with whatever persons are felt to be involved. I do not feel that JCET and NCCT are directly involved at this stage, although Novik's and Yourd's opinion on this will be appreciated and should be taken into account.

As this is written I'm awaiting word from Novik and/or Yourd as to what they recommend.

To illustrate one example of rights problems: NYU had its NAAB-ETRC Grant-in-aid TV show kinescopes produced by CBS, which now claims (most) rights, according to ETRC's Nelson and Yourd, with the result that ETRC is still trying to get these rights (to this series which they say is very good) which were (of course) ~~promised~~ in the grant-in-aid contract. Union contract releases also are apparently not adequate for ETRC nationwide distribution needs.

We're holding up final payment to NYU until Yourd, who is handling this, indicates that the rights due, and promised the ETRC, are in effect secured.

I feel we can't solve any problems in this area by turning our back on them, and I'm fairly sure that Ken Yourd, as he told me today, can't wait for me to poll the Board if he needs to settle something. Hope you therefore authorize consultation as needed by him with Novik, as I suggested today.

Your (i.e. the Board's) vote already has approved (with a couple of dissensions) the later meeting, to be called by Novik. How many of you would like to attend?

Sincerely,

H. J. Skornia
Harry J. Skornia
Executive Director

HJS:mr

cc: All Officers

May 12, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Morris:

This will put into a letter statement, at Graydon's request, his and the NAEB's understanding regarding the conditions of your consultation service.

On the basis of this understanding, this service will be first undertaken on a six-months basis, beginning April 1, renewable for a second six months. These dates are those of the grant itself (April 1, 1954 - March 31, 1955). You will be paid a retainer of \$2500.00 per year (I understand this to mean \$1250.00 per six months period) plus \$75.00 per day plus expenses for days worked for the NAEB outside your office. In case of two different days consumed in travel (one going; one returning), one will be chargeable, the other not.

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A report from you will be necessary, due September 15, 1954, so that it may be incorporated into the report required of us by the FAE, to reach them not later than October 1. We should also appreciate reports of services performed, on a monthly basis, together with bills.

Your retainer fee for the first six months will be forwarded to you September 15, upon receipt of your first report, if this is satisfactory with you. At that time a letter of extension can be issued, if agreeable to both sides of this agreement.

Sincerely,

H. J. Skornia
Harry J. Skornia
Executive Director

HJS:mf

cc: NAEB Officers

May 17, 1954

Mr. Harry J. Skornia
Executive Director
National Association of Education Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

In answer to your letter of May 12th in connection with the problem of labor relations and Morris Novik's fulfillment of his assignments, may I go on record as saying that I can see no reason why he would have to duck something like the Washington conference which Hardy arranged.

As I said at Columbus, we will either have to face up to the labor relationship problem or ignore it completely. Apparently we have established a position and recognize the problem and situation. This means we are committed and should be represented through the services of Novik under the terms which were spelled out as far as the association is concerned. To me this means no national policy or negotiation but a general awareness and function with specific assistance given in individual situations wherever and whenever required.

I think we all are pretty much aware of what is involved and to what extent we are committed.

Sincerely,

Armand L. Hunter

M. S. NOVIK

300 WEST 23rd STREET • ROOM 500 • NEW YORK 11, N. Y. • ALGONQUIN 5-4385

RADIO
CONSULTANT

RECEIVED
NAEB HEADQUARTERS

MAY 11 1954

AM

May 10, 1954 7:00 PM
7 8 9 10 11 12 1 2 3 4 5 6

Mr. Harry J. Skornia,
Executive Director, NAEB,
14 Gregory Hall,
Urbana, Illinois

RE: Your May 4th Memorandum

My Dear Harry:

② You have covered the understanding that you,
Graydon and I had - thoroughly and accurately.

As far as I am concerned, it is o.k., and I
will await further instructions."

Very Sincerely,

M. S. Novik

M. S. NOVIK

RECEIVED
NAAB HEADQUARTERS

May 10, 1954



AM

7 8 9 10 11 12 1 2 3 4 5 6 PM

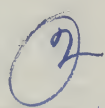
Harry and Graydon,

2¹¹ Having said what I did about your May 4th Memo, I think I ought to tell you in confidence about ~~how~~ one set-back that I have had, ~~was~~ due to my desire to live up to the letter and your prohibition about possible National negotiations.

I think I have told you that the top IBEW people of Los Angeles and San Francisco, St. Louis, etc. have been meeting in Washington for the past couple of weeks. Hardy, the top Washington man, arranged for an informal luncheon session to give me a chance to explain the problem of the educational station. I was so anxious to avoid any possible violation of the spirit of the Columbus decision, that I cancelled the session and of course missed the opportunity of having the sympathetic attitude of L.A., San Francisco and Hardy help break down St. Louis which, as you know, is a hard nut to crack."



CC: Harry Skornia



REPLY
REQUESTED

TO: NAEB Officers
FROM: Harry J. Skornia
DATE: May 10, 1954

Novik has suggested Chicago May 22 or 23 as good time to meet with him. We can make it an all NAEB affair. Apparently this is adjacent to NARTE and/or Engineer Conference in Chicago.

- (1) How many of you will be there then anyway?
- (2) Do you wish to have me inform Novik to go ahead with plans for this date? (I'd personally prefer to see what replies come in in response to announcement of his availability.)

Incidentally, we did agree, in order to get funds for him, to coordinate and meet with ETRC, JCET, and NCET. So I do believe we'll have to have such a meeting if good faith is to be kept.

- (3) Do you want to have the first meeting include only officers, or also persons interested like Goggin, Schenkkan, and others?
- (4) Do you want it to include ETRC? JCET? NCET?

May 12, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Morrie:

This will put into a letter statement, at Graydon's request, his and the NAEB's understanding regarding the conditions of your consultation service.

On the basis of this understanding, this service will be first undertaken on a six-months basis, beginning April 1, renewable for a second six months. These dates are those of the grant itself (April 1, 1954 - March 31, 1955). You will be paid a retainer of \$2500.00 per year (I understand this to mean \$1250.00 per six months period) plus \$75.00 per day plus expenses for days worked for the NAEB outside your office. In case of two different days consumed in travel (one going; one returning), one will be chargeable, the other not.

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Sincerely,

Harry J. Skornia
Executive Director

HJS:mr

cc: NAEB Officers

CONFIDENTIAL

April 26, 1954

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

In view of Cohn and Marks' \$600.00 a year, personally feel the \$2,500.00 retainer for Novik, who may do much less, and would get paid much more if he did more, may get us into hot water.

Just a hasty reaction, of course, but felt I'd rather fire right out, instead of holding back.

Best regards,

Harry J. Skornia
Executive Director

HJS:arp

December 13, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, New York

Dear Maury:

Just a brief note relative to a possible renewal, for a second year of our agreement with you for your services as NAEB Management Consultant.

I notice that, in the one bill you have submitted for services for the six month period April 1 - September 30, 1954, you apparently did not charge us the \$75.00 per diem for days spent outside your office in the service of NAEB. Since any funds which we may be able to secure for continuing this service are likely to be limited, I wonder if you will be agreeable to continue to forego the per diem and bill us only for the agreed retainer (\$2500.00) per annum and actual expenses incurred.

If this is agreeable, we will attempt to set the Management Consultant Service up on the same fiscal basis as our other accounts, i.e., July 1 - June 30, and take steps to assure funds to June 30, 1956.

We do not want to appear to be going back on our original offer, but I believe you understand our problems, and I would appreciate your honest reaction to the above.

Sincerely,

Harry J. Skornia
Executive Director

HEH/HJS/cp

P.S. How do you spell Morrie? Merry Xmas

Box 2002
University, Alabama

April 23, 1954

Miss Martha C. Howard, Secretary
The Fund for Adult Education
1444 Wentworth Avenue

Dear Miss Howard:

This will acknowledge receipt of your letter of April 16 informing me on behalf of the Board of Directors that the Fund for Adult Education has approved a grant of \$7000.00 to the National Association of Educational Broadcasters for a period of one year beginning April 1, 1954 for a consulting service in union and labor relations problems.

As you indicate in your letter of April 16, "this grant will enable the National Association of Educational Broadcasters to meet the needs of the developing field of educational television and radio for reliable clarification of relationships with union and labor interests." The NAEB will work with the ETHC the JCET and the NCCET in making this service available to Educational Broadcasters in the U.S.A. This service will be on a local station basis and on a personal basis rather than on a national organization basis and it will make no difference whether the request comes through either of the other organizations or directly to NAEB except that the arrangements with the consultant must be made directly through the NAEB Headquarters.

For your information, I should like to clear up one point which developed during my conference with Mr. Morris S. Novik in Columbus concerning this project. It would be unwise and prejudicial to refer to Mr. Novik as a labor relations consultant. We are of the opinion that a better term would be "consultant on personnel problems and community relationships" or simply management consultant. I believe the logic of this is entirely evident.

Because of Mr. Novik's long support of and belief in the National Association of Educational Broadcasters, he has insisted upon only a nominal retainers fee, and we will pay him a per diem plus expenses for those days which he devotes specifically to this responsibility.

Miss Martha C. Howard

April 23, 1954

We will provide you with a progress report prior to the Annual Meeting of your Board in October and with an audited financial statement at the end of our fiscal year. You are correct in assuming that the tax-exempt status of the NAEB is still in force.

On behalf of the Board of the National Association of Educational Broadcasters, I wish to express to the Fund for Adult Education my very genuine gratitude for this grant. It should contribute most positively to the total effective development of educational television and radio in this country. I appreciate the continued interest and support of the educational broadcasting development by the Fund for Adult Education.

Sincerely yours,

Graydon Ausmus
President

GA:ap

CC: NAEB Board

Box 2002
Univ. of Alabama
April 26 1954
RECEIVED
NAEB HEADQUARTERS

Memo To: NAEB Board

From: Graydon Ausmus, President

APR 26 1954
AM 7/8/10/11/12/1/2/3/4/5/6 PM

Following our meeting in Columbus, I had a lengthy conference with Morris Novik concerning a contract with him as NAEB management and personnel consultant. We arrived at the following tentative agreement.

1. NAEB will retain Morris at an annual fee of \$2500.00.
2. On days when Morris travels for NAEB he will receive a per diem of \$75.00 plus expenses. It is understood that on trips where he must spend one day going and one day returning, he will receive a per diem for one of the two travel days in addition to the time he spends at the site.
3. He will receive no per diem for work which he does from his own office but will bill NAEB for long distance calls which he makes in connection with NAEB business.
4. Our contract with Morris will be on the basis of a six months trial period - at Morris' insistence - subject to renewal.

It is further understood that Morris will be working as the NAEB consultant, but request for his services may be referred to Headquarters by the Center, NCCET, and JCET. It is also understood that Morris' services will be on a local station rather than on a national organizational basis. It is hoped that he will be called in by local organizations before problems between labor and management in the local community have developed to a point of conflict.

As you will note from my carbon to Miss Howard, NAEB is requested to give a progress report on this project prior to the FAE Board Meeting in October and is expected to give an audited report at the end of our fiscal year.

If you have any objections to any of the details of this proposed contract please send me an immediate note on it, otherwise I will instruct Harry to formalize this contract with Morris as soon as he receives the \$7000.00 check from FAE. I would suggest a contract date of April 15 in as much as Morris is already at work. I would also suggest that his expenses prior to April 15 on this work be picked up.

For your information, the retainer of \$2500.00 is less than half the retainer paid by JCET for their legal consultants.

NAEB Board

April 23, 1954

We are very fortunate to have Morris on our payroll and I anticipate that our total local relationships will be greatly improved. Morris is a most effective person.

Confidential Addendum to Memo.

St. Louis continues to get a free ride and still is not a member. St. Louis continues to call Morris collect and receive other services without having contributed a sou in membership dues. Conservatively I estimate we have spent \$500.00 on St. Louis. Some body ought to get him in line.

Graydon Ausmus
President

CC: Dr. Harry J. Skornia

OFFICE MEMORANDUM

UNIVERSITY OF OKLAHOMA
Radio Stations WNAD and WNAD-FM

RECEIVED
NAEB HEADQUARTERS

To Graydon Ausmas Date 5/15/54 MAY 17 1954
From John W. Dunn Subject Novik & Labor Situation 2:34 PM 5/16

As long as any conversations between Novik and labor groups are strictly on an informal basis, preferably at THEIR request, I can see no harm being done.

What I was fearful was this: that we would ballyhoo our position and seek out the labor unions. Anything that will strengthen our hands in rendering service is o.k. NAEB should enter the picture only after every other resource has been exhausted and the institution in question feels that NAEB^B can be of assistance. We would then enter the picture at their request.

Again, I just didn't want NAEB to be in the position of "drumming up business". If meeting with JCET, NTRC, NCCET is to be a matter of policy making, can't see why Goggin & Schenckan have to be there. Their ego is too much as it is. All info on their problems known.

cc: Harry Skornia

WBGO 88.3 - FM

BOARD OF EDUCATION STATION

Mitchell 2-8593

CENTRAL HIGH SCHOOL BUILDING
NEWARK 4, NEW JERSEY

EDWARD F. KENNELLY
Superintendent of Schools

RECEIVED
NAEB HEADQUARTERS

MARIE C. SCANLON
Supervisor of Radio and Television

MAY 15 1954

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

May 12, 1954

Dr. Harry J. Skornia
Executive Director NAEB
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

I'm delighted to hear about the new consultation service. Won't you ask Mr. Novik to plan, very early next Fall, to cross the river and allow us to avail ourselves of his services? He could help us evaluate our recent survey; advise us about television etc., etc.

Sincerely yours,

Marie C. Scanlon

Marie C. Scanlon
Supervisor of Radio and Television

MCS/rc

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: NAEB Officers

CONFIDENTIAL

FROM: Harry J. Skornia H J. Sk

DATE: May 12, 1954

SUBJECTS: Various

The attached letter to Novik speaks for itself. It's as I was requested by Graydon to draw up, but with various generalities reduced to specifics.

I do feel that the fears of one or two people have had so much effect on the situation now, that Novik's value to us is likely to be virtually nil. Herewith, quotations from 2 recent notes from Morrie:

- (1) "My Dear Harry:

You have covered the understanding that you, Graydon and I had - thoroughly and accurately.

As far as I am concerned, it is o.k., and I will await further instructions."

- (2) "Having said what I did about your May 4th Memo, I think I ought to tell you in confidence about one set-back that I have had. Due to my desire to live up to the letter and your prohibition about possible National negotiations.

I think I have told you that the top IBEW people of Los Angeles and San Francisco, St. Louis, etc. have been meeting in Washington for the past couple of weeks. Hardy, the top Washington man, arranged for an informal luncheon session to give me a chance to explain the problem of the educational station. I was so anxious to avoid any possible violation of the spirit of the Columbus decision, that I cancelled the session and of course missed the opportunity of having the sympathetic attitude of L.A., San Francisco and Hardy help break down St. Louis which, as you know, is a hard nut to crack."

Unless this is to be reduced to an impossible situation of fearfulness, I think we should best drop it. I therefore hereby request authorization for Morrie to engage in informal conversations of the sort mentioned above, which will be to the long-term advantage of all. I think all unions who read and listen now know there is such a thing as educational TV, and the best presentation of our situation would be one presented by us rather than someone else.

The reaction (and in essence vote) of all officers, to Graydon with copy to me (if this is o.k. with him) is urgently needed, as well as your reaction to my May 10 note re meeting. I now believe this meeting should include Schenkan and Goggin as well as a few Directors at least, so that various sides of the problem can be threshed out. Personally I'm willing to lose a member, if necessary (Schenkan, you may recall threatened this on behalf of WUNC-TV if we "even talked" to unions) rather than being "babes in the wood" a few years from now. May I hear from you (besides Hull and Dunn who are already firm and clear)?

Conway

M. S. NOVIK

Officers re

May 22-23

week-end

Harry -

Thanks for the Dick Note ^{on} letter

Re Post Script - I can make out
DUM - But who Schenk has - (south)
work

Jeremiah could have saved

a lot of work and effort

Re St hours - if I wasn't so
cautious about natural phage

I'll advise you later

(u)

M. S. NOVIK

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

April 30th, 1954

Mr. Harry Skornia
Exec. Dir. NAEB
University of Illinois
119 Gregory Hall
Urbana, Ill.

RECEIVED
NAEB HEADQUARTERS

MAY 3 1954

AM
7|8|9|10|11|12|1|2|3|4|5|6 PM

My dear Harry:

How about Consultant on Community Affairs, or Community Consultant? That I think, fits in better; or, Management and Community Affairs Consultant. I think the injection of community is better than Management Personnel - or labor or management. That certainly would be easier for some of your people to swallow, and it certainly fits in better in my general public service consultant work.

Re the meeting idea: I did not give it any more thought because I was waiting for some official word that I was getting from Graydon. He called me one day the early part of last week to discuss some of the financial arrangements which he said was needed for a memorandum he was preparing, and said that he would get official word to me. That's why I held up answering your April 20th dittoed memo. As a matter of fact, I was going to write to you about it today.

As to the Chicago meeting it seems to me that a good time might be the week-end of May 22nd, at the Hotel Stevens or some other hotel in Chicago. Maybe, actually Saturday the 22nd or Sunday the 23d. Some of the people might be coming to the NARTB meetings, or the Engineering Conference. Does that make sense?

Sincerely yours

MSN:m

May 27, 1954

Mr. Graydon Ausmus
Radio Station WUOA
Box 2002
University of Alabama
University, Alabama

Dear Graydon:

Kenneth Yourd just called (from ETRC) regarding the need to get on with the union problem, not with relation to station staffs, but with relation to rights on kinescopes which the ETRC had hoped to exchange. They are frequently prevented from carrying out this distribution by the type of labor arrangement agreed to in and for the original production. If commercial fees are to be applied (i.e. if no special status were secured for ETV) fees will be sometimes ruinously high at a precedent-making time.

Feeling that they should not unilaterally proceed, he asked about the earlier-discussed meeting with Novik. When I suggested my checking with the Board he pointed out he was afraid there were a couple of cases which couldn't wait that long. I then suggested that he talk to Morris Novik by phone to save time. If they together then feel a meeting essential, they can together plan agenda and proposals for it, and Novik can call it, subject to my checking with the Board as I now herewith do. Although I have not discussed this next thought with either Yourd or Novik, I personally feel that these negotiations, once decided on, should and must probably then obviously be handled by Yourd for the ETRC, rather than Novik for the NAEB. This is not a station-relations case, in other words. However, it will affect all ETRC contractees, all ETV stations (who are also all NAEB members), and whether the hoped-for Center-distribution system will work or not.

I therefore hereby request Board reaction to Novik's serving in this case on approved ETRC Request, as visualized and described in the FAE Request, whenever Novik, with Yourd, may decide it is necessary, with whatever persons are felt to be involved. I do not feel that JCEET and NGCET are directly involved at this stage, although Novik's and Yourd's opinion on this will be appreciated and should be taken into account.

As this is written I'm awaiting word from Novik and/or Yourd as to what they recommend.

To illustrate one example of rights problems: NYU had its NAEB-ETRC Grant-in-aid TV show kinescopes produced by CBS, which now claims (most) rights, according to ETRC's Nelson and Yourd, with the result that ETRC is still trying to get these rights (to this series which they say is very good) which were (of course) promised in the grant-in-aid contract. Union contract releases also are apparently not adequate for ETRC nationwide distribution needs.

We're holding up final payment to NYU until Yourd, who is handling this, indicates that the rights due, and promised the ETRC, are in effect secured.

I feel we can't solve any problems in this area by turning our back on them, and I'm fairly sure that Ken Yourd, as he told me today, can't wait for me to poll the Board if he needs to settle something. Hope you therefore authorize consultation as needed by him with Novik, as I suggested today.

Your (i.e. the Board's) vote already has approved (with a couple of dissensions) the later meeting, to be called by Novik. How many of you would like to attend?

Sincerely,

H. J. Skornia
Harry J. Skornia
Executive Director

HJS:mr

cc: All Officers

M. S. NOVIK *hle*

June 23, 1954

Dear Dick;

It was good to get yours of June 17th. I am glad that the decks have been cleared and that the people are at work on the transmitter installation. The sooner you are able to go on the air, the better.

I hope the community is aware of the week to week progress you are making. I can't help but feel the next six months will be crucial. The pressure for FCC will be great. The high rate of the few stations that have changed hands will make a lot of guys put up a fight for the few remaining channels, and the reserve educational frequencies are the easiest target.

So, lots of luck to you and it was good to have been of some help.

Sincerely,

(Signature)
H. S. Novik

MSN/our

Mr. Richard J. Goggin
General Manager
Station KETC
St. Louis 5, Missouri

cc: Mr. G. Ausman
Mr. H. Skornia

c
o
p
y

Section 9. The minimum rate of pay for Technicians shall be as follows;

\$ 75.00	per week for employees with no experience in television.
80.00	per week after six (6) months' experience.
85.00	per week after one (1) year's experience.
100.00	per week after two (2) years' experience.
120.00	per week after three (3) years' experience provided the Technician holds a first-class radio-telephone license.

It is further agreed that the one employee presently working who has the requisite experience, but does not hold a first-class radio-telephone license shall be paid \$110.00 per week until he obtains his first-class radio-telephone operator's license. It is further understood that the Technicians now employed shall receive credit for their previous experience in television, and that in the future, the Employer shall have the right to hire persons and to place them in the salary schedule set forth above giving credit for their previous experience.

M. S. NOVIK

July 27, 1954

Harry:

Enclosed is a check for \$1.00. Thanks.

Just saw your last NAEB News. I see you have me down as management consultant which is fine as far as I am concerned. I thought we had agreed on management and community relations consultant, but either way is O.K. On the next one, kill the Morris and just use M.S. This also is not important, but I prefer just the initials.

How has Los Angeles turned out? Is there a chance of saving the pieces? I know some of the Board people and I would be willing to help. Has anyone looked into it for you? Is Bill Semmer out definitely? Bring me word of it, confidentially. Would you want me to check with some of the Board members that I know?

MSN:ck

Mr. Harry Skornia
NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

RECEIVED
NAEB HEADQUARTERS

JUL 29 1954

AM

PM

7 8 9 10 11 12 1 2 3 4 5 6

COPY

Channel 9, Station KETC
St. Louis 5, Missouri

August 12, 1954

Mr. Morris Novik
300 W. 23rd
NY, NY

Dear Morrie:

Q I am sure that you received a copy of the IBEW contract I sent to you. We did not settle on a specified number of people in each salary bracket, but we do have in the contract, as you know, a sliding ~~FIX~~ salary scale based on experience, and the top salary figure is appreciably below the minimum in town. ...

We have had no contact with AFRA, and I am not initiating any contacts unless you have any thoughts to the contrary.

How close are you to the AFM situation? Has anything been done about this on an educational television level? I should like to get your thoughts about this.

Sincerely,

Richard J. Goggin
General Manager

M. S. NOVIK

August 16, 1954

Mr. Graydon Ausmus
Station WVOA
University of Alabama
University, Alabama

Mr. Harry Skornia
NAEB, University of Illinois
119 Gregroy Hall
Urbana, Ill.

Mr. Ralph Steetle
Joint Committee on Educational Television
1785 Massachusetts Avenue, NW
Washington, D. C.

Gentlemen:

I am sure all of you can stand some good news so here is a copy of Jim Day's letter.

I would appreciate it if you would treat it in confidence. Not that there is anything in it we have to worry about or be ashamed of, but because I did not tell him that I was sending it on and I don't want to waste time checking back with him. Besides, I think he is somewhat correct about the woman, but my father always warned me about spreading rumors about women.

Sincerely,



MSN:ck

Enclosure

RECEIVED
NAEB HEADQUARTERS

AUG 18 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

COPY

KQED
San Francisco

August 6, 1954

Mr. M. S. Novik
300 W. 23rd St.
New York 11, NY

Dear Merry:

Thank you for your offer of help. I can't think of any way we have need of your services at the moment but I can't be sure that a need might arise almost momentarily.

Events of the past few months have put us on a fairly firm foundation. Seven leading businessmen have been elected to our Board and have begun to make plans for a corporate fund campaign this Fall. Reaction to our modest program service of films from the Center has been good. I believe we are well established in the minds of our audience - thanks to the popular program, "Shakespeare on TV."

With respect to our relationship with unions, there has been very little activity on this front during the past weeks. The musician's union has indicated their willingness to let us use their musicians at no cost. I doubt that they could be more generous. IBEW is still willing to hold off until we get started with live programming and then look the situation over. Their representative here has been very considerate and I feel certain a mutually agreeable arrangement will be worked out when the time comes. Only AFTRA has presented problems. I feel sure this is due to the fact that there is an overly-zealous woman at the head of the organization. Their own Board is beginning to show signs of bringing about a change in policy. They have talked in terms of a contract that would require "normal membership fees" for all of our talent, including teachers. I have resisted this on the grounds that teachers making occasional appearances on our programs are not earning their living as television artists and are, therefore, not within the jurisdiction of AFTRA. This happened at least three months ago and AFTRA has not been heard from since. I don't think they are convinced but may be confused.

I am enclosing a copy of our annual report which will tell the story of the ~~XXXX~~ past year's activities. We appreciate your interest in us and will do our best to keep you posted on our progress.

Regards,

James Day
General Manager

FES - opened among my things, by me, though
addressed to you. Harry. etc.

Box 2002
University, Ala
Aug. 27, 1954

Dear Morrie,

I am in receipt of your note of August 24 and a copy
of Goggin's letter of August 12 relative to the AFM
and Educational Television.

My advice--beyond the usual proceed with caution-- is
that you use your own judgement in this regard. Most
if not all of us are working in complete harmony with
our local Musician's Union in radio and I do not an-
ticipate any problem in TV; however, I believe that
you can serve a real purpose by informal conversations
with Petrillo on this new development into TV. In the
case of educational radio, the word came down from
Petrillo to go easy on us; perhaps the same will happen,
with your gentle aid, to educational TV.

Regards.

Sincerely,

Graydon.

AIR MAIL

September 14, 1954

Mr. Morris S. Novik
Ambassador Hotel
Los Angeles, California

Dear Morris:

Inasmuch as you request off-the-record guidance in regard to how active you should be on behalf of the ETRC in attempting to secure a special status with AFTRA and the other unions, offhand I would guess that you should provide all advice possible to the ETRC. Anything you can do informally to achieve recognition of the fact that the funds available to the ETRC are only a drop in the bucket as compared to the need, would also seem justified.

Personally, and subject to Graydon's feeling as well, I do not think that you should represent the ETRC formally or be expected to have the full information on their operation that efforts to "represent" them would imply.

As I look back over this, I have a feeling that this is pretty much the way you seem to see the situation. In a way ETRC represents "national" as opposed to the NAEB "local" on the labor scene as well, however. And as such, the two are obviously not entirely separable. Does this do it?

Best regards.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wo

c.c. g. Ausonia

M. S. NOVIK

September 10, 1954

Graydon:

I meant to get this note off to you sooner.

I spent three hours with Ken Yard August 30th and met Bob Hudson and Mr. Woodburn. I now have a better idea of the general problem. The immediate problem is getting AFTRA to recognize the special position of educational, non-commercial TV stations and give them special consideration as IBEW and IATSE are doing with the engineers.

I have told them frankly that I didn't ant to get into this until I talked to you two guys and also discussed it informally with George Heller, the head of AFTRA. I made it very clear that I did not want to do anything that would jeopardize NAEB. I have a feeling that because they have Ford support, it makes it harder to get concessions for them than for an individual, non-commercial, educational TV station. I'm not looking for new clients, but I realize the importance of the Center to the development of the existing and future stations. Will you give me your off-the-record guidance? I will be spending a lot of time with Heller in the next three weeks.

If you're near TV Monday, September 20 at 8:00 I suggest you turn on NBC for the Army salute to the entertainers. (Goerge and I have been cooking this one up for over six months and it's something that I have been thinking about for a couple of years).

NAEB HEADQUARTERS

SEP 13 1954

MSN:ck

AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

cc: Harry Skornia

M. S. NOVIK

September 10, 1954

Harry:

Harold Hill some time ago reminded me of the report to the FAE. I hope the enclosed does it.

Please feel free to rewrite it any way you want. If for any reason you feel the rewrite should be on my stationary, send it on to me and I will have my office get it back to you at once.

An area that has as yet been untouched is the establishment of a relationship with the Musicians Union. In the past there were too many black spots in the national music picture ~~in radio~~. I am hopeful that we can change this and get started with a new policy on the television stations.

I hope to leave for the coast Monday or Tuesday of next week. For your information I will be at the Ambassador.



MSN:ck

cc: Graydon Ausmus

RECEIVED
NAEB HEADQUARTERS

SEP 13 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

1

M. S. NOVIK

300 WEST 25rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

September 10, 1954

Harry: Re the FAE report:

Since the Columbus meeting, I have met personally with or been in touch by telephone or correspondence with San Francisco, Los Angeles, Pittsburgh, St. Louis, and Houston.

(A) "It seemed to me that the best way to solve the St. Louis problem was to try to get recognition on a national level by IBEW and IATSE of the special consideration due non-commercial, educational television stations. After many private discussions the national leadership of IBEW and IATSE formally adopted that policy, with local contracts to be negotiated on the local level. That, it seemed to me, accomplished the overall objective we were seeking and gave the protection that some of the local groups wanted."

(f) ~~I finally met with Ken Yard in Ann Arbor. His immediate problems~~ are (1) to get permission from AFTRA to repeat some of the programs on the stations, and (2) to get a substantial reduction in the rates charged for performances. The goal is to get AFTRA on a national level to give special consideration to non-commercial, educational television stations.

The only other craft to be covered would be the musicians. It seems to me that in the coming months we must try to evolve a national policy with the American Federation of Musicians. I am hopeful that they, too, will follow the footsteps of IBEW and IATSE.

WLC

cc: Graydon Ausmus

RECEIVED
NAEB HEADQUARTERS

SEP 13 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

4

Novik
file

November 12, 1954

Mr. Parker Wheatley, Director
Radio Station WGBH
Lowell Institute Cooperative
Broadcasting Council
Symphony Hall
Boston 15, Massachusetts

Dear Parker:

In the pressure and sleepiness of our late conversation, I neglected to ask you whether or not you would like to have use of the management organization services of Morrie Novik, whom we have on a consultant basis, or Cec Bidlack, who has paid you a visit I believe. Morrie is particularly anxious to help without forcing his services. It was a great pleasure to see you again.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cp

November 12, 1954

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, N. Y.

Dear Morrie:

Frank and I can't think of anything to do but wait, regarding your services. I am dropping Parker Wheatley a note to see if he would like to have you and/or Cecil Bidlack help in any way.

It's a comfort to have Frank in the saddle, and I am sure we'll have a good year. I am sorry I missed the Friday night session at your apartment, but I had some urgent problems to take up with Wheatley concerning the old adult education problem.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cp

M. S. NOVIK

November 8, 1954

RECEIVED
NAEB HEADQUARTERS

NOV 10 1954

Harry:

AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

I'm sorry you weren't ~~over~~ Friday night with the gang but I guess you had your hands full. Maybe you were trying to straighten out the various elements involved in the election. We missed you but we ~~all~~ understood.

Having Frank as president should make it easier for you in the day to day operation of the NAEB. — Right?

When you catch up, let me know how we stand on our project and the areas you want me to look into. I am still amazed that I have not had any kind of inquiry from Boston. I deliberately refrained from talking to either Parker Wheatly or George Probst. — *Shall 9*

MSN:ck

M. S. NOVIK

November 8, 1954

My dear Frank:

Congratulations. I guess it would be more accurate really to congratulate the guys that had a chance to vote for you. Your letter was good news. It was the first I heard of it. We had a gang over to the house after the Friday dinner. Maybe they knew you were to be elected, but they didn't say anything. Or maybe your election was a surprise even to the top level guys. Be that as it may, it is important that you will be able to give ~~it~~ the guidance and scrutiny that it will need in the next year or two.

My
NAEB Educational television will be in for some pretty rough sledding and will require organization and intelligent defense. If there is anything I can do to help, please call on me.

Sincerely,


M.S. Novik

MSN:ck

cc: Harry Skornia

Mr. Frank Schooley
NAEB, 119 Gregory Hall
University of Illinois
Urbana, Illinois

P.S. Did you unique acceptance go out to the trade press? I think it should. I would like to show it to Taishoff and Rosen and talk to them about it if you have no objection.

M. S. NOVIK

500 WEST 25th STREET, ROOM 520, NEW YORK 11, N. Y. · ADOPTION 6-4806
RADIO
CONSULTANT
December 23, 1954

My dear Harry:

Re your 13th, I appreciate the problem and, of course, I go along with you.

Thanks for calling attention to the omission of the per diem charge in my September 13th statement. I checked my records and I hope the enclosed will cover it and is in time.

I am not charging for the Washington meeting, June 29th with you and Graydon. Remember, I was in for other business.

Re Ann Arbor I met Yard in Detroit and he took me out to the Center. I spent that night at your institute in Lansing, hence I feel it should all be in one and that's why I have charged only one day.

I had two sessions of 3-4 hours each with Jim Day in San Francisco and Bill Seymour in Los Angeles. I think I ought to charge one day's per diem for each if that is OK with you. If it's within the budget, fine. Otherwise, you can forget it. I am enclosing one bill that includes the mid-April California, per diem and one that does not. I leave it up to you.

It really doesn't matter how you spell it (Manny or Morrie), coming from you either would be right.

Sincerely,

M.S. Novik

MSM:ck
Mr. Harry Skornia
MAEB

M. S. NOVIK

December 23, 1954

PER DIEM COSTS

Pittsburgh April 1, one day \$75.00
San Francisco, April 16, one day 75.00
Los Angeles, April 17, one day 75.00
Ann Arbor-Lansing, August 30-31, one day . 75.00
TOTAL \$300.00

M. S. NOVIK

December 23, 1954

PER DIEM COSTS

Pittsburgh April 1, one day \$75.00
Ann Arbor-Lansing, August 30-31, one day . . 75.00
TOTAL \$150.00

FROM: H. 811

ATTENTION OF:

Skornia

Bidlack

Hill

Holt

Blackburn

Biason

Underwood

Secretarial

Winnie (personal attention)

Other: Scholar

ACTION:

For your information

Please handle

File

Return

Comment and return

Supply background info.

Newsletter

Other: _____

DATE: _____

[Handwritten signature]

*I'll explain
if I
haven't
already.*

M. S. NOVIK

RECEIVED
NAEB HEADQUARTERS

January 3, 1955

JAN 3 1955

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Harry: 4

I talked to Quigley about general problems. He has no squawks. He advanced the old argument about the producers and directors getting less pay than the engineers which gave me a chance to remind him of the WNYC experience, etc. Of course, I can always tell him that the kid who has the brains to produce good shows winds up like Ted Cott, Dick Pack, etc.

In developing his audience they haven't done much about labor. He admits that was an error. He has the Labor Federation of Missouri president on his board. He agreed that if he needed help on local labor contacts, his public relations man would contact me. He will follow the thing up and will call on me if he needs any help.

LK

MSN:ck

FES - FyD + return
JES

M. S. NOVIK

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

January 4, 1955

My dear Harry:

I called Parker Wheatley Thursday afternoon. We had a very long conversation about all of his problems. I told him that you had suggested I call and offer help if it was wanted. He was very appreciative and wanted me to tell you so.

We talked at great length about many of his problems. He is accepting my advice on steps one, two and three in connection with the engineering staff.

I learned for the first time that George Probst is no longer with him. I don't know the new man he is considering but he was very much interested in seeing Ted Allegratti's biography.

I will keep you advised.

Sincerely,



M.S. Novik

MSN:ck

cc: Mr. Schooley

Mr. Harry Skornia
NAEB
119 Gregory Hall
University of Illinois
Urbana, Illinois

January 12, 1955

Mr. Morris S. Novik
300 West 23rd Street
Room 500
New York 11, N. Y.

Dear Morris:

Yes, please send Schooley copies of all your notes to me. I've shown him everything, but it would save time. Had intended to reply on this earlier, but apparently forgot.

We'll be seeing Taylor in Chicago tomorrow. Will check then on developments with Thompson. Will keep all this quiet: only Schooley, Taylor and I will be in on any question.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CC: Schooley

M. S. NOVIK

January 10, 1955

Harry:

How do you feel about may sending Schooley copies of my memos to you? I used to do it with Graydon. I think I asked you this in one of my notes. It's OK either way.

I dictated my letters to you re St. Louis and Boston before I went off to Washington last week and I didn't send Schooley copies.

A handwritten signature, possibly 'W', enclosed within a hand-drawn oval.

MSN:ck

M. S. NOVIK

January 10, 1955

Harry:

This in confidence. Note the friendly spirit of the letter.

Taylor has since called Thompson and they are getting together for lunch this week.

MSN:ck



AND TV
RADIO BROADCAST ENGINEERS

LOCAL 1220

400 N. MICHIGAN
CHICAGO 11



I. B. E. W.

AVE. ROOM 400

ILLINOIS 3

Steve [unclear]
[Signature]

December 29, 1954

Mr. John W. Taylor, Executive Director
Chicago Educational Television Association
38 So. Dearborn Street
Chicago 3, Illinois

Dear Mr. Taylor:

We have followed with great interest the progress being made in the administrative organizing for our Chicago Educational TV outlet--WTTW. Inasmuch as rather recently a Chief Engineer has been selected, we feel it is time to request the privilege of meeting with you for a discussion of the necessary technical personnel which will be required at WTTW.

Representing most of the engineers and technicians employed at the Chicago radio and television stations, we have a great deal of interest and concern regarding a proper setup for WTTW. Our attitude and the attitude of the entire I.B.E.W. is one of great interest and co-operation for this Educational TV program. Therefore, we wish to be able to discuss the technical requirements with you in advance.

Thanking you for your consideration and an early reply establishing a meeting date, I remain

Sincerely,

H. G.
H. Walter Thompson
President

HWT:tls

RADIO AND TELEVISION BROADCAST ENGINEERS

Local 1220, IBEW
Room 514
400 N. Michigan Avenue
Chicago 11, Illinois

Novik file

January 14, 1955

RECEIVED
NAEB HEADQUARTERS

Mr. Morris S. Novik
Room 500
300 W. 23
New York 11

JAN 15 1955
AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Dear Mr. Novik:

A brief note to bring you up-to-date.

I had lunch yesterday with John W. Taylor, Executive Director of Educational TV, and found him seemingly completely willing to cooperate thoroughly with us. Within the month, he expects to have decided and settled on both studio and transmitter locations and will then be better able to plan and decide re the engineering personnel.

He has agreed to talk with us at that time about my suggestion that we decide what is needed for a permanent nucleus crew, which we would like to supplement with those of our AM engineers working at AM stations to fill in for the experience. Mr. Taylor found this suggestion logical and states he will cooperate with us on it.

I knew you would be extremely interested in this information and wish to take this opportunity to thank you most sincerely for your efforts to date in our behalf. Please be sure to call me first opportunity you may be in town.

Best personal regards.

Sincerely,

H. WalterThompson
President

M. S. NOVIK

RECEIVED
RADIO STATION

January 17, 1955

AM 19 8 28 AM 1955

WILL & WIUC
UNIVERSITY OF ILLINOIS

Memo To: Harry Skornia and Frank Schooley
From: M.S. Novik

Note the enclosed from Chicago. Evidently
they are moving and getting along.

I assume Taylor is aware of the St. Louis
and Pittsburgh contracts.

MSN:ck

M. S. NOVIK

RECEIVED
RADIO STATION

January 21, 1955

JAN 24 8 40 AM 1955

WILL & WING
UNIVERSITY OF ILLINOIS

Frank:

It was good to see you the other night. I was not exactly the most wide awake guy in the plane but the Washington tempo even under Eisenhower is really no competition so I don't think I missed any of my business.

I have taken care of both of my assignments. Frank McCullough, Douglas' man, was very much interested and will take care of it. As a matter of fact he has received some correspondence from people in Peoria urging the same thing. I talked to Frieda. She was interested and very glad to know of your general progress.

MSN:ck

A handwritten signature in blue ink, appearing to be 'W. S. Novik', is located in the lower right corner of the page.

January 28, 1955

Mr. M. S. Novik
300 W. 23rd Street
New York 11, N.Y.

Dear Morrie:

Thanks for the editorial which I am returning. I doubt if you would have enjoyed the clipping so much if the similar situation would have happened to Harry or Adlai.

Thanks also for the previous note.

I appreciated having the opportunity of visiting with the Noviks in their home. I am sorry we caused you to lose sleep.

Sincerely,

Frank E. Schooley
President

FES:js
Enc.

M. S. NOVIK

RECEIVED
RADIO STATION

January 25, 1955

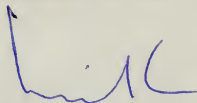
JAN 27 8 55 AM 1955

WILL & WJUC
UNIVERSITY OF ILLINOIS

Frank:

How about the point made in this editorial?

Considering that Skornia was in on this, would you show it to him before you return it?



MSN:ck

*Justified
Broadly
in editorial
on subject*

M. S. NOVIK

January 31, 1955

Frank:

Next time we meet, remind me to prove to you that you are dead wrong about your doubt that I "would have enjoyed the clipping so much if the similar situation would have happened to Harry or Adlai."

You know how I always felt about blended whisky and straight bourbon. I feel the same way about my politics and my public service.

A handwritten signature in dark ink, consisting of a large, stylized 'L' shape followed by a series of loops and a final vertical stroke, resembling the letters 'L' and 'K'.

MSN:ck

M. S. NOVIK *file*

February 23, 1955

RECEIVED
NAEB HEADQUARTERS

FEB 24 1955

AM
7|8|9|10|11|12|1|2|3|4|5|6 PM

Harry:

Just back to find your letter of the 11th and the enclosed from Seattle.

Even though the station in Seattle is operated by the Board of Education, the labor movement in the area shows wisdom and farsightedness in permitting the TV station to operate completely by students and university personnel. I'm happy if you're happy and they're happy.

The only criticism I have is with your "not all areas are so fortunate". I am sure you don't mean it the way it sounds. Actually they are fortunate because of their university set-up

[Handwritten signature]

MSN:ck

M. S. NOVIK

February 23, 1955
RECEIVED
NAEB HEADQUARTERS

FEB 24 1955
AM
7|8|9|10|11|12|1|2|3|4|5|6 PM

My dear Dick:

You are correct. There have been no formal statements by AFTRA.

Mr. Linck hasn't asked about the policies of the other unions so maybe he has a special interest in AFTRA.

Sincerely,

M. S. Novik

MSN:ck

cc: Harry Skornia

Mr. Richard B. Hull
Radio-Television Service
Iowa State College
Ames, Iowa

2/11/55



from

NATIONAL HEADQUARTERS

14 Gregory Hall, Urbana, Illinois

Morrie -

Sorry I
didn't make
copy -- & our
secretarial staff
is out. Could
you note &
return, please?
Regards
H.

HARRY J. SKORNIA
Executive Director

February 11, 1955

Mr. Loren B. Stone, Manager
Station KCTS-TV
Channel 9
Community Television Service
University of Washington
Seattle 5, Washington

Dear Loren:

Thank you very much for your letter on the labor situation. I'm sending a copy on to Novik. He will agree with me, I think, that we should do nothing to rock the boat, and should do all possible to see that your operation is not prejudiced by other agreements as well.

Not all areas are so fortunate.

All our very best to you all.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

CHANNEL

STUDIOS—UNIVERSITY OF WASHINGTON



TRANSMITTER—EDISON TECHNICAL SCHOOL

COMMUNITY TELEVISION SERVICE
SEATTLE 5, WASHINGTON

February 7, 1955

Harry J. Skornia
NAEB
14 Gregory Hall
Urbana, Ill.

RECEIVED
NAEB HEADQUARTERS
FEB 11 1955

Dear Harry:

Ed Adams turned over to me your note and the one from Mr. Novik making inquiry about the labor situation out here. I thought I would answer you, and you can relay what information you wish, on to Mr. Novik.

We have no labor agreements of any kind, have not been requested to discuss any, by any of the unions, nor do we contemplate having any. The station is operated by the University of Washington, an integral unit of state government -- there are no labor contracts between the University and any unions.

Our transmitter operation is maintained by students of Edison Technical School, a trade school operated by the Seattle Public School system. The students who stand watches on the transmitter all have 1st 'phone tickets, and do this work, as well as maintenance as part of their regular assigned class work in the radio-TV trades department. We normally operate on a Monday-thru-Friday schedule. On those non-school days (holidays) on which we operate, we have decided to pay the Edison students \$2.50 per hour.


Edison students also perform regular maintenance work on our studio equipment on the same basis.

University of Washington students do our studio production work, such as cameraman, boom operator, control switcher, etc., as part of an undergraduate credit course.

The Seattle local of AFM has told us they are not concerned about live musicians as long as they are instructors or students in one of the local schools, public, private or colleges who are participating in the operations. We cannot bring professionals from the outside without payment of union scale.

We have a BMI license at \$1.00 per year, and an ASCAP license for free.

Best regards,


Loren B. Stone
Manager

February 16, 1955

Mr. M. S. Novik
Radio Consultant
300 West 23rd Street
Room 500
New York 11, New York

Dear Morry:

I'm no drama critic either. I played
"The Investigator" for the lunch bucket seminar and
my colleagues enjoyed it immensely. Thanks for
thinking of me.

Sincerely,

Frank E. Schooley
President

FES:fmh

M. S. NOVIK

300 WEST 25rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

January 13, 1955

My dear Frank:

I am not much as a drama critic, you know that. However, I have a feeling that if you listen to this for five minutes, you will listen to the ~~end~~. But I dare you to play it!

Sincerely,



M.S. Novik

MSN:ck

Mr. Frank Schooley, President
NAEB
119 Gregory Hall
University of Illinois
Urbana, Illinois

M. S. NOVIK ✓ file

March 11, 1955

Harry:

Thanks for letting me see the enclosed correspondence re Linck.

Actually, AFTRA has not taken any position. They are sympathetic. If you want me to give him any information, sic him on to me and I will do it. If it's not important, let's just forget about it.

Linck

MSN:ck

RECEIVED
NAEB HEADQUARTERS

MAR 14 1955

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

4

February 18, 1955

Mr. A. Stephen Linck
Special Services Division
Vogue Wright Studios
237 East Ontario Street
Chicago 11, Illinois

Dear Mr. Linck:

This is in reply to your letter of February 14 describing your meeting with Dr. John Taylor and Mr. Jim Robertson of WTTW in Chicago and some of the problems they are facing.

I am very sorry I am unable to give you any useful information in connection with the reports you are preparing for one of your classes at the University of Chicago on "Union Regulations and Educational TV-AFTRA."

Frankly, I don't know if any formal statement of policy has been advanced by AFTRA with respect to educational television stations, and I am curious as you are about the rumored understanding which is supposed to be afloat.

The thing that does strike me is that, with the fiscal situation in which most of these educational television stations find themselves, if anything other than if the "you do not make money no demands will be imposed" arrangement was considered it might very well be the death of them all.

It is possible, and again I do not know definitely, that Dr. Harry J. Skornia, who is the Executive Director of the National Association of Educational Broadcasters and who may be addressed at 14 Gregory Hall, University of Illinois, might have some information on the subject which you are pursuing.

I will be interested myself in what you might find out.

Sincerely yours,

Richard B. Hull
Radio-TV Director

RBH:dm

Vogue Wright Studios
Chicago

DIVISION OF ELECTROGRAPHIC CORPORATION

237 EAST ONTARIO STREET • CHICAGO 11, ILLINOIS • WHITEHALL 4-0244

February 14, 1955

Mr. Richard B. Hull,
Director
WOI-TV
Iowa State College
Ames, Iowa

Dear Mr. Hull:

I have had the pleasure of meeting with Dr. John Taylor and Mr. Jim Robertson of WTTW in Chicago.

We have discussed the problems of educational television and most recently became involved in trying to find some clear picture on the question of union demands.

I am now in the process of preparing a report for one of my classes at Chicago University on "Union Regulations and Educational TV-AFTRA".

Could you tell me if any formal statement of policy has been advanced by AFTRA regarding the considerations they expect from educational television stations? It is my "rumored" understanding that a formal type of contract is being proposed which will say something to the extent "as long as you do not make money no demands will be made."

Anything regarding current experiences of which you are aware, or actual projected plans which will bear upon this subject will be appreciated.

Thank you very much for even considering a request with so many broad areas of doubt.

Sincerely yours,

VOGUE WRIGHT STUDIOS

A. Stephen Linck
A. Stephen Linck
Special Services Division

ASL:ej



March 15, 1955

Mr. M. S. Novik
300 W. 23rd Street
New York 11, New York

Dear Morrie:

No further word from Stirton, and nothing further for you to do for the time being.

See you in Amherst, though I'll be durned if I know how I'll get there. Probably will fly to Springfield and take a Hertz Drive it yourself, with Bidlack, if possible.

Regards,

Harry J. Skornia
Executive Director

HJS:wc
cc: Schooley

M. S. NOVIK

March 10, 1955

Harry:

(Detroit)

Re Stirton's January 5th letter, have you heard anything more from him? Is there anything you want me to do on it?

RECEIVED

MSN:ck



Re - 2HF

March 15, 1955

Mr. M. S. Novik
300 W. 23rd Street
New York 11, New York

Dear Morrie:

No further word from Stirton, and nothing further for you to do for the time being.

See you in Amherst, though I'll be derved if I know how I'll get there. Probably will fly to Springfield and take a Hertz Drive it yourself, with Bidlack, if possible.

Regards,

Harry J. Skornia
Executive Director

HJS:wc

cc: Schooley ✓

file

M. S. NOVIK

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

April 7, 1955.

Dear Dr. Skornia:

Mr. Novik has asked that I please remind you of your cocktail date on Wednesday about 5PM (following the afternoon session, before dinner), in his room at the Deshler-Hilton. He has also extended invitations to the following people:

Mr. John Dunn
Mr. Earl Wynn
Dr. Paul Rickard
Mr. William Harley
Mr. Robert Coleman
Dr. Burton Paulu
Mr. Allen Miller
Mr. Graydon Ausmus
Mr. Ed Stanley
Mr. Eugene King
Mr. James Miles
Mr. Elmer Sulzer
Mr. Waldo Abbot
Mr. Bernard Buck
Miss Martha Gable
Mr. William Wood
Mr. John Schwarzwald
Mr. Armand Hunter

If you feel he has omitted anyone, or should you wish to invite members of the office staff or other NAEB people, Mr. Novik has asked that you please do so.

Sincerely yours,

Diane Archer

Secretary to Mr. Novik

April 19, 1955

Mr. M. S. Novik
300 W. 23rd Street
New York 11, New York

Dear Morris:

Once again a reminder of the need for a report due at FAE May 1 on your service.

Could your report include not only summary to date but also an area-by-area comment as far as you know, of the status in each, and perhaps with regard and relation to the Center (and Yourd)?

We also need a fiscal report, but I'll see if Bob Coleman can't send that to me direct upon receipt of carbon of this.

It was nice to see you. Sorry I got so "snowed" I missed your party. For a while, I was late every place because of interceptions, by members with questions, each time I started any place.

Most sincerely,

Harry J. Skornia
Executive Director

HJS:fy
Enclosure

cc: Mr. Frank E. Schooley
Mr. Robert J. Coleman

April 21, 1955

Mr. M. S. Novik
300 W. 23rd Street
New York 11, N. Y.

Dear Morrie:

Thanks for all the kind deeds you did
for me and others at Columbus. It is always good to
see and visit with you.

Best regards to the Noviks.

Sincerely,

Frank E. Schooley
President

FES:js

June 24, 1955

Mr. Morris S. Novik
Room 500
300 West 23rd Street
New York 11, N. Y.

Dear Morrie:

Harry is out of the office until July 11, although he may drop in for one day about the 2nd.

Will it be all right for me to keep the letter from H. Walter Thompson until that time? If not, please let me know, and I'll have a copy made for Harry's benefit and return the original to you.

If there's anything else you need in Harry's absence, just let me know.

Cordially,

Harold E. Hill
Associate Director

HEH:cr

*Letter returned to Novik w/ note
on 6/30/55*

M. S. NOVIK

June 21, 1955.

Harry:

Back at the desk; and believe it or not, it was good to be back. This is about the longest time I've ever been away. The boat trip back was smooth and gave us an opportunity to get some rest. Best regards to you from Arthur Bardos. We had lunch with him the day before we left Vienna and talked about a lot of things...including the problems Austria faces now that it is on the threshold of freedom.

I'm sure Bidlack cleared his letter of June 16th with you, and I'm advising him of my acceptance.

Yours,



MSN:da

RECEIVED
NAEB HEADQUARTERS

JUN 24 1955

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

M. S. NOVIK

June 22, 1955.

Harry:

Have you heard from Taylor re his IBEW negotiations? I found the enclosed upon my return today. Please read in confidence and return.

MSN:da

Enc.

July 18, 1955

Mr. M. S. Novik
NAEB Management Consultant
300 West 23rd Street
Room 500
New York 11, N. Y.

Dear Morrie:

Your sentiments on Wilbur are my own. Mighty glad to see them.

Here's one guy who'll write him, when advice is needed, no matter where he goes. The NAEB indeed owes him more than we can ever repay.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cr

Blind copy to Schramm.

HARRY: Between us, am I all wet?

RECEIVED
NAEB HEADQUARTERS

ms

JUL 18 1955

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

July 14, 1955.

My dear Wilbur:

I feel somewhat sad about your leaving Illinois. But there's nothing wrong with Stanford that a Schramm can't fix.

As a guy who's somewhat on the outside, I don't mind telling you that in my opinion, you, more than any other person, provided the practical help and inspiration that saved the NAEB during that crucial period, and consequently educational TV.

Sincerely,

M.S. Novik

PS I'll never forget that famous swimming pool conference.

Mr. Wilbur Schramm
University of Illinois
Urbana, Illinois

August 11, 1955

Mr. Morris S. Novik
300 West 23rd Street
New York 11, N. Y.

Dear Morrie:

Hey! What's this? MOV? More power to you. How about a story?

Off on vacation tomorrow, but will be back late in August again.

Regards to you and Davidson.

Sincerely,

Harry J. Skornia
Executive Director.

HJS:cr

P.S. I.e. if you're still speakin' to us poor boys, as John Dunn, would say!

M. S. NOVIK

300 WEST 25rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

RECEIVED
NAEB HEADQUARTERS

AUG 19 1955

August 16, 1955.

AM

PM

7|8|9|10|11|12|1|2|3|4|5|6

My dear Harry:

Thank you for your good wishes.

The story is simple. WOV has been the number one Italian programming Station in the City. It was originally a Bulova-O'Dea operation. When the FCC made them give up one station, Bulova took WNEW while O'Dea kept the largest share of WOV, giving the rest to Weil and Hartley. They have been running it ever since.

Dick was getting old and wanted to get rid of his share. This is where I come into the picture. They wanted someone who had some interest in the operation, but who would not want to take over management. That suited me fine. Believe it or not, this all occurred three days before I sailed for Europe. I signed the papers before I left, and the rest was handled by the lawyers. It became official a few days ago. Of course it meant I had to dispose of my WLIB stock; and that's how I got the money to go into this. Now that Harry is set at WLIB, all of this met with his approval.

I don't intend changing my activities. If I thought I'd have to be at the Station more than a couple of hours a week, I never would have gotten into this.

Yours,



Are it will not

MSN:da

Change "OFFICIAL" STATION -

*Original sent to
Coleman 11/7/55*

M. S. NOVIK

November 2, 1955

TO: NAEB

For services rendered April 1, 1955 to September
30, 1955

\$1,250.00

M. S. NOVIK

November 2, 1955

NAEB EXPENSES:

TELEPHONE CALLS & WESTERN UNION \$37.26
April-October, 1955

TRIPS:

Amherst - April 8,9, 1955:

Rt train fare \$24.34
Transp. Northampton to
Amherst 4.00
Lodging 6.00

34.34

Iowa City - August 22, 1955:

Rt plane fare \$123.74
Transp. airport NY..... 4.00
Transp. from airport
Iowa City 2.50
Lodging 6.00

136.24

East Lansing - September 12-13, 1955:

Rt plane fare \$79.31
Transp. airport NY . . . 4.00
Transp. airport East
Lansing 3.00
Lodging 3.00

89.31

Total: \$ 297.15

TOTAL EXPENSES:

\$ 297.15

M. S. NOVIK

November 2, 1955

MAEB: EXPENSES

Columbus - April 12 - 15, 1955:

Rt plane fare	\$65.78
Transp. airport NY	4.00
Transp. from airport	
Columbus	2.00
Hotel (1 day)	11.00
	<hr/>
	\$82.78

EDUCATIONAL T. V.

We believe that educational T. V. has proved its value where stations have been established and we insist the Federal Communications Commission continue to reserve the channels exclusively for educational purposes.

All T. V. educational stations should have an operating committee fully representative of all interests in the community.

PAY TELEVISION

There are now pending before the Federal Communications Commission certain applications which would provide for and permit the granting by that Commission to specified interests, exclusive licenses to broadcast, and charge for, television programs which are now being received without charge in the private homes of America.

It is our sincere belief that such a plan known as "Pay Television" would constitute and become an infringement on the property right now enjoyed by the general public on a no fee basis. Such a plan would be an intrusion into and a violation of the privacy of the home, and would curtail greatly the free use of a medium which has become a part of the American home; now, therefore, be it

RESOLVED, The AFL-CIO opposes the granting by the Federal Communications Commission of licenses permitting "Pay Television" and request the Officers of the AFL-CIO to make known to the members of the Federal Communications Commission and to the Members of the Congress of the United States the position expressed in this resolution.

RECEIVED
NAEB HEADQUARTERS

M. S. NOVIK

DEC 21 1955

500 WEST 23rd STREET · SUITE 1200 · NEW YORK 11 N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

7 8 9 10 11 12 1 2 3 4 5 6 PM

December 19, 1955

My dear Frank:

I thought you ought to know that the recent AFL-CIO Convention adopted a resolution endorsing Educational Television, a copy of which I'm enclosing.

You also ought to know Mr. Meany filed with the F.C.C. on December 15th what I regard as a strong statement opposing any reduction in the present allocation plan. The highlight of his statement was: "This proceeding, in my judgment, should be geared to having as many channels as possible, for as many television stations as possible, in as many communities as possible".

I also think the following paragraph will interest you. "In addition to the use of these 82 television channels for commercial purposes, the future of educational television also is now at stake. You know, of course, the role of organized labor in the development of the American public school system. Labor has for many years also been vitally concerned with educational radio and television. It has vigorously supported the educational television reservation made by your Commission by appearing in those hearings. Any proposed cutback in the number of television channels, will threaten these reserved channels and endanger the future of a nationwide educational television system".

cc: Mr. Skornia ✓
Mr. Marcus Cohn

Mr. Frank Schooley
NAEB, 119 Gregory Hall
Urbana, Illinois

Sincerely,

M.S. Novik

file
January 23, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

Excellent article. I'd read earlier and routed around here. Guess I neglected to say anything to you. It's now a basic document for use by my Seminar students. Excellent job.

I too am too busy to do a decent job of writing. Been particularly rushed with trips etc. lately. Expect to be in N. Y. Wednesday night and Thursday a.m., in fact. Have at least three conferences, but will call you if I have time. Staying at the Shelburne Hotel, near Air Terminal, 303 Lexington Avenue at 37th Street.

Attached are two items. Talshoff's insistence on taking ETV frequencies away, moved me to write the attached letter to the Editor. Suppose he'll use it? Would like to get this point of view to readers of his magazine.

The other (the dittoed one) is one I haven't placed yet, either. If you have any ideas, let me know.

Regards,

Harry J. Skornia
Executive Director

HJS:jy

M. S. NOVIK

300 WEST 25rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

January 17, 1956

Dear Harry:

Put this in your briefcase and next time you take a trip maybe you'll find a moment to read it. I'm not much on "writin", but I took advantage of an invite from BROADCASTING, to put on paper some thoughts about labor and radio for their recent special issue.

Sincerely,



M.S. Novik

MSN:da

Att:

Mr. Harry Skornia
NAEB
1114 Gregory Hall
University of Illinois
Urbana, Illinois

RECEIVED
NAEB HEADQUARTERS
JAN 21 1956
AM 7/8/9/10/11/12/1/2/3/4/5/6 PM

14 Gregory Hall
Urbana, Illinois

February 13, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, N. Y.

Dear Novik:

Enjoyed your article -- and your mug. It arrived just after I'd left, not before one of my trips. I'm always tripping about, you know.

Regards to the Noviks.

Sincerely,

Frank E. Schooley
President

FES:cu

M. S. NOVIK

500 WEST 23rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

JUL 2 1956

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Sincerely,



M.S. Novik

MSN:da
Att:

Mr. Frank Schooley
NAEB
114 Gregory Hall
University of Illinois
Urbana, Illinois

LABOR TURNS TO RADIO

by M. S. Novik

Reprint from
BROADCASTING-TELECASTING
B. T. SPECIAL
SEPTEMBER 19, 1955



MR. NOVIK

LABOR TURNS TO RADIO

MORE than 20 years ago—in February 1934—M. S. Novik produced labor's first network radio program. His interest and close contact with the labor movement continued through the following decade when he was head of WNYC, New York's municipal station, during the LaGuardia regime. Since leaving that post he has been active as a radio-tv consultant to various organizations, including many unions.

LEST ANYONE THINK, from the title of this piece, that Labor is a newcomer to radio let the record show that Labor started using commercial radio more than five years ago; and has been using the medium consistently on a year-round basis since then; and that Labor uses radio on a Monday through Friday schedule. More than that, Labor plans to continue using radio.

From the commercial aspect, Labor in radio is a good success story for the industry. For not only has it been a consistent user but it has also increased its use of commercial time and can point to a number of specific instances where broadcasting really delivered the goods.

And this despite the interesting point that what Labor has to sell is a way of life and not a piece of merchandise from a shelf.

The background on how and why Labor turned to radio goes back to the days of the NRA and the Wagner Act during the depression. As a result of that legislation the labor movement grew by leaps and bounds. This growth was so tremendous and there were so many new members wanting to learn about trade unions that no union hall, not even Madison Square Garden, was large enough to hold the audience.

For example, one union, the International Ladies Garment Workers Union, had over 150,000 new members. So in February of 1934 I produced, for the ILGWU, the first network labor program. It was a weekly series titled *The Union Assembly* and its primary function was educational.

To provide the sparkle that would carry the educational portions we used good music—actually, it was the first time chamber music groups like the Gordon String Quartet, the Compinsky Trio and

the Coolidge Quartet had been on radio—and show-business names like Eddie Cantor, George Jessel, Morton Downey and Molly Picon. All this plus talks by newsworthy personalities like Mrs. Franklin D. Roosevelt, the then Secretary of Labor Frances Perkins, U. S. Senators Wagner and LaFollette, the then governors Lehman of New York and Pinchot of Pennsylvania, and New York City's Mayor Fiorello LaGuardia.

This was so effective, on the network level, that in May of 1934 when Local 89, the Italian Dress-makers Union of the ILGWU, found itself with 40,000 new members in the Metropolitan New York area, this local union developed a similar program.

Local 89 started with a weekly hour on WEVD New York in the Italian language, using operatic concerts for entertainment and top names for the talks. That Local 89 program which started over 20 years ago is still on the air, using the same format, and now has a regional hookup of stations along the East Coast.

So, when in 1949 the American Federation of Labor considered the use of radio, the labor movement had a precedent.

The reasons for the AFL's move to radio were no secret. As the executive council of the AFL stated in its 1950 report to the Convention, "With the vast majority of the press, radio and magazines still bitterly opposed to Labor's objectives and still conducting what amounts to a deliberate campaign of propaganda against labor's policies and activities, it becomes increasingly important that Labor present its own side of the story to the public by whatever means possible."

Around the country, at that time, there were eight million AFL members in 30,000 locals. (Now there

are 10 million.) A good newscast, on a national network, could reach our members and the general public too. Our problem was to find a network, an experienced and qualified newsmen who could build an audience, and to do it all on a limited budget.

On Jan. 1, 1950, the AFL started a Monday-through-Friday quarter-hour newscast over 150 stations of the Mutual Broadcasting System. To stay within the \$750,000 budget we broadcast five times a week in the 25 major markets, only thrice weekly in the other 125.

In most areas we were no different than any other national sponsor starting a big network program. We worried about the possible competition of the then new medium of television; we fussed about our spotlight ad schedule, and we fretted about notifying our 50,000 locals around the country about the correct time and day and station in their area.

There was one area where we differed and that difference was mighty big: it was in the program content and the commercial treatment. From the very beginning the AFL realized it had to be even more circumspect than Caesar's wife; the news on this program had to be factual, impartial and comprehensive. The commercials had to be educational, effective and logical. There could be no vitriolic blasts, no bellicose hard sell, and the name of the sponsor must never be camouflaged.

It was quite an ice jam we had to break in those days back in 1950, but the AFL succeeded. Not only have we stayed with radio, but evidence of our effectiveness and vindication of our approach came a year later, when in 1951, the CIO started its own daily newscast on another network.

Today, as most everyone knows, the AFL presents Edward P. Morgan, veteran newspaperman and newscaster who headed the CBS news desk for radio and tv before taking the AFL program, while the CIO offers John W. Vandercook, another veteran editor and newscaster and ex-NBC commentator. Both programs are Monday-through-Friday network features and both newscasters have complete editorial freedom.

Another interesting note, and one unusual facet of the commercial treatment, is that the plug does not break into the middle of the program. There's a brief opening and less than a minute of commercial at the very close of the newscast.

One direct result of the success of these network programs by the AFL and the CIO is the use of radio by local labor groups on local stations in their own communities.

Some of these unions sponsor football games, others baseball, still others offer musical shows, and some participate as co-op sponsors, in their hometowns, of Drew Pearson, Martin Agronsky, Quincy Howe, etc., while others underwrite local newscasts. All of them do this consistently as a method of developing their identity in and with their communities.

In almost every instance, the commercials on these local programs are devoted to the needs of the community. Thus one commercial may call for blood donors for the blood bank and another may stress

the union participation in the community chest drive.

As an example of the commercial treatment used by Labor, here is what the AFL did on the Edward P. Morgan program during the week of September 5 through 9.

"The upcoming merger of the AFL and CIO will strengthen the campaign for better schools, decent housing, good roads, etc."

"Despite the conference at the summit there is no assurance that Soviet Russia sincerely desires to cooperate for peace. The free world must continue to maintain the strongest possible defense program, etc."

"The merger of the AFL and CIO will result in a united American labor movement with 15 million members standing solidly together for freedom, democracy and human progress, and resisting with all its power any form of dictatorship, including Communism."

"The AFL has succeeded over the years in winning substantial advances in the American standard of living. If you work for a living the AFL is working for you."

And here is the complete commercial for Tuesday, Sept. 6, 1955:

"Opening of the new school year underlines the fact that our country has failed to come to grips with its educational problems. The school shortage is more acute than ever. The lack of qualified teachers persists because standards have not been raised to a point high enough to attract young people to this noble profession. The AFL is convinced that this is one problem that time alone will not solve. A coordinated program of action is required—at the Federal level along with community and State cooperation. We have long advocated an effective program of Federal aid to education and we believe Congress should make this its first order of business when it reconvenes in January. The children of our country are its greatest asset and we cannot ignore their acute educational needs without imperiling our free way of life."

These programs have been most effective. This we know just as the national brand advertiser knows if his program is clicking. For the AFL's equivalent of the retailer is the 30,000 union meetings that occur each week all over the country. This considerable grass roots sample soon lets "the home office" know if it's not pleased. And the rank and file like what we do and so do their neighbors and friends.

In the more than five and one-half years since the AFL started its network news program, labor has learned a lot about the use of radio. In recent years it has been using the broadcast medium to meet specific local and regional problems.

The United Auto Workers (UAW) created a regional network to air daily reports on the status of contract negotiations for the benefit of its members and their communities.

The Hatmakers Union used radio last year to get its side of a strike story across to its members and their neighbors.

In Miami, where a Hotel Workers Union struck for a new contract, they turned to radio to get their story across.

In New York City last year, the AFL used local radio in its drive to reorganize the waterfront.

Perhaps the best success story of all, about labor's use of radio, is the one that happened earlier this year. After more than a year of negotiation every railroad but one signed new contracts with the Railway Unions. That one exception was the Louisville & Nashville, a railroad serving 16 southern states. The lack of a contract resulted in a strike that involved 25,000 workers in some 40 communities throughout the 16 states. Since it was a railroad, the mediation of the strike was under Federal jurisdiction and took place in Washington, D. C.

LABOR TELLS ITS SIDE

As often happens in situations like this, the newspapers, with few exceptions, told one side of the story. Even the statements of union officials were not being used. And since the mediation negotiations were going on in Washington the union had no fast line of communication to its members and to their communities.

All sorts of rumors spread like wildfire. The union members found themselves accused of sabotage, shootings, rioting and wrecking; the familiar reports of back-to-work and break-the-strike started to crop up. The railroad got its story across, the scare rumors cropped up anew each day and, because it had no fast line of communication, the union members were often confused and the townspeople more so. The situation was fluid and, since the economics of the communities were affected by the strike, there were potential areas of violence all over the region.

The answer was a hookup of 89 stations all through the 16 southeastern states involved. Twice daily, at 12:05 p.m. and 8:25 p.m., six days each week, direct from Washington where the negotiations were in progress, President G. E. Leighty of the Railroad Telegraphers and chairman of the joint negotiating committee, reported to the workers and the communities. (When Leighty was in negotiations President T. C. Carroll of the Maintenance of Way Employees pinch-hit; the important thing being that again it was a union executive that the members knew and an executive that was participating in the negotiations.) He explained and interpreted what was happening around the bargaining table and covered the reasons leading up to the strike.

For five weeks the unions used this regional hookup of stations. After the first week the terrors and tensions disappeared. The union members and the townspeople knew what was happening; some of the newspapers found they *had* to cover both sides of the story. And, believe it or not, the railroad found it *had* to buy radio time to justify itself to the people in some of the areas affected by the strike.

This L. & N. strike story is a perfect example of how the speed and coverage of radio quickly and effectively stabilized a potential trouble area that

would adversely affect both the unions and the communities. So far as labor is concerned, this series of radio programs opened contact with the general public, as well as the union members, and benefited both.

This successful use of radio by labor didn't come easy; it required a lot of work and doing. When labor first wanted to buy network time, two of the four national chains would not accept its business and many of the local stations were suspicious of labor and its objectives. Even now, after five years, some are still suspicious. Permit me to use some of Ed Morgan's words, from his July 4 program, to cover this:

"Traveling back and forth across the country, as I have just done, people ask you such questions as these: How much control does the sponsor exercise over your broadcasts? How much editing and censoring of news and comment does the sponsor do? What 'line' does the sponsor dictate that you follow? The answer is, to their surprise, none, on all counts.

"I raise this point for two reasons: first, a reporter likes to try to build up a reputation of what might be called responsible independence. If he takes pride in his work, he wants to avoid becoming, or even seeming to become, a 'mouthpiece,' which means he wants to preserve the right to make his own mistakes. That is why, as I mentioned on Jan. 3, there is nothing in the agreements with the network and/or the sponsor, in fine print or otherwise, inhibiting this correspondent's editorial freedom.

"The second point is more interesting and, I think, generally more important. It stems from this question: why do people assume, almost automatically, that if a labor union, or a labor federation, sponsors something, it has an ulterior motive, whereas if a business does, it is merely interested in selling a product or a service? The answer to this is not a simple one but I think a large part of it lies in the fact that the public in the past has regarded organized labor in a combative sense, as possibly a necessary but belligerent evil. Only recently has it dawned on the ordinary citizen, including this one, how heavy a stake unions have in, and how positive an influence they have on social progress. If this is a plug for my sponsor, let the most be made of it. It is made as a sincere observation on the basis of experience."

Now, one final word, as to the effectiveness of the AFL's newscasts. In January of 1955 we started on a new network, ABC, with a new commentator, Ed Morgan, at a new time. After six months, the ratings show that the program delivers homes at a cost per thousand of \$2.36 and delivers listeners at a cost per thousand of only \$1.52.

This, we feel, is one of the best, if not the best, buys of network newscasts across the board that any sponsor can make. We're satisfied and so are our members and our listeners.

March 22, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

Yes. More power to you on WTTW. And I'll try to see you next month in New York. Coming to IERT? And hope you come to the convention in the fall. Card attached.

Regards,

Harry J. Skornia
Executive Director

HJS:jy
Enc: Hotel Reservation Card

FROM: SK

ATTENTION OF:

 Skornia
 Bidlack
 Hill
 Holt
 Blackburn *Jul*
 X Schooley
 Underwood
 Secretarial
 Winnie (personal attention)
 Other: _____
 Strandjord

ACTION:

 X For your information
 Please handle
 File
 X Return
 Comment and return
 Supply background info.
 Newsletter
 Other: _____

DATE: 3/21

M. S. NOVIK

300 WEST 23rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

March 16, 1956

Dear Harry:

I guess you know the Chicago Federation of Labor contributed \$5000 to WTTW.

Remember how long it took to get Bill Lee, President of the Federation and Chairman of the Civil Service Commission in Chicago, appointed to the Board?

But all's well that ends well!

Sincerely,


M.S. Novik

Mr. Harry Skornia
NAEB
119 Gregory Hall
University Of Illinois
Urbana, Illinois

RECEIVED
NAEB HEADQUARTER

AM
MAR 19 1956
7 8 9 10 11 12 1 2 3 4 5 6
PI

April 4, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

Could you send us a brief note-report for Board meetings at Columbus April 16-17? By then we'll also have fiscal report if all goes as planned.

Would you therefore like to send bill for last six months? This is for \$1250.00. Since this grant ends June 30, the next billing would be for 3 months, or \$625.00. Subtracting totals of these (\$1875.00) from the balance Bob Coleman shows as of Dec. 31, 1955 (\$2,119.46), we'd have \$244.46 left for expenses for the last six months and the next three together. If they run over this, the \$625.00 may have to be reduced by whatever they run over the \$244.46. Does this sound OK to you?

Fall Convention is a week earlier than usual (Oct. 16-18). Will see if Schooley definitely would want to have you there. Otherwise we'll consider you invited most cordially, and look for brief report for the Convention. I already have news of Chicago Labor's \$5,000 contribution to WTTW.

Don't know of any reason on basis of which we should request you to attend at Columbus, either, though if you come anyway we'll always be pleased. There's a Regional meeting May 4-6 on Saranac Lake outside Syracuse, but I haven't been working on that program. Are you free on those dates, if needed?

May call you when I'm in town April 12-14, at the Statler.

In haste,

HJS:cr
CC: Bob Coleman
H. E. Hill
F. E. Schooley ✓

Harry J. Skornia
Executive Director

RECEIVED
NATIONAL ASSOCIATION
APR 11 1956
M. S. NOVIK

300 WEST 25th STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

April 9, 1956

My dear Harry:

Re your April 4th letter, I will send the bill to you in a day or two. Of course, the arrangement about the \$625.00 is perfectly O. K. with me.

Re the Fall convention, as far as I am concerned, I am going to try to be there. The only things that may stop me would be the activities of the political campaign or some special program which might jam me up. Of course, I will be glad to submit a brief report if Frank should want it.

Re Columbus, I plan to be there, so please don't worry about making an official request. I don't want to use up your fund needlessly. If there is need for me at the regional meeting, I will keep May 4th or 6th clear.

Sincerely,

M. S. Novik

Mr. Harry Skornia , Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Copies to: Mr. Bob Coleman ✓
Frank E. Schooley

File- Management Service

M. S. NOVIK

April 10, 1956

Harry:

Sorry I never noticed the first paragraph in your April 5th letter:

How would this be?.....of course you can re-write it any way you want:

1- the outstanding labor contribution in recent months has been the adoption of a strong and meaningful resolution endorsing Educational Television by the first ALF_CIO joint convention.

2 - on a practical level, a \$5000 contribution was made by the Chicago Federation of Labor to WTTW.

3- in the planning stage, Channel 10, WKNO-TV, Memphis, will be on the air within a very few months; labor has heartily endorsed this project and have given their time and energy to enable its speedy completion.

Time marches on. Two years ago...or was it three, some members of the board, at a similar meeting in Columbus, were concerned about having any contact with labor.

h

MSN:da

*auth. - \$ 1,000 - for 2 checks
250-references*

M. S. NOVIK

April 9, 1956

TO: NAEB

For services rendered September 30, 1955 to
April 1, 1956.

\$1,250.00

*used other
bill*

M. S. NOVIK

RECEIVED
NAEB HEADQUARTERS

April 12, 1956

APR 13 1956

AM

PM

7|8|9|10|11|12|1|2|3|4|5|6

Harry:

Enclosed is the bill to cover the current period. If it wouldn't make any difference, I'd appreciate your dividing the payment into two checks. I'm therefore enclosing two alternate bills.

MSN:da

(M)

*Nonk
Management Service*

July 26, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

Sounds like your return trip was too eventful for pleasure. Send squib for Newsletter, if you can get a quick one off quickly. Did your luggage (and souvenirs, papers, etc.) have to left on board?

Darn sorry to hear of it. But glad you're sound of limb. How about a final bill, when time, for Management Service, too, so we can close our account. We'd like within the next ten days, if possible, since we need to make final report to Ford. Make it for three months, April, May and June, for \$625.00. If you've had additional expenses, we can pay not over \$225.00 on an actual expense basis besides.

Welcome back,

Harry J. Skornia
Executive Director

HJS:jmf
cc: Robert Coleman (NAEB Treasurer)
Judith Peterson (NL)

April 4, 1956

Mr. M. S. Movik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

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May call you when I'm in town April 12-14, at the Statler.

In haste,

HJS:cr

CC: Bob Coleman

H. E. Hill

F. E. Schooley

Blind copy to Art Weld.

Harry J. Skornia
Executive Director

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL
URBANA, ILLINOIS

RECEIVED
NAEB HEADQUARTERS

March 22, 1956

MAR 26 1956
AM 7/8/9/10/11/12/1/2/3/4/5/6 PM

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

Yes. More power to you on WTTW. And I'll try to see you next month in New York. Coming to IERT? And hope you come to the convention in the fall. Card attached.

Yes
If you set up any meetings and want me to work with me (u)

Regards,

Harry

Harry J. Skornia
Executive Director

See try hard
But its prior to
Electin - But not
To close

HJS:jy
Enc: Hotel Reservation Card

RECEIVED
NAEB HEADQUARTERS

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

MAR 28 1956

AM 7 8 9 10 11 12 PM 1 2 3 4 5 6

March 23, 1956

TO: NAEB Board of Directors
NAEB Committee Chairmen
FROM: Frank E. Schooley *FES.*
RE: Board of Directors' Meetings, April 16 & 17, 1956

On or about April 2 an agenda for Board members will be drawn up. It will include items of business, some of which have already been supplied to Board members. It will also include committee reports and committee recommendations, where such is important for this meeting.

Therefore, please advise me before April 1 of such reports and recommendations that should come before the Board. If you have filed a recent committee report and wish this made an item of business, good enough. Simply so say, and it shall be done. If you have other or related items of business, please so indicate.

Your help will be appreciated, as usual!

FES:wc
cc: Skornia
Cohn & Marks
Bidlack
Novik ✓

*If you wish
You have the last report
You might tell about checks
CONTRIBUTION*

*Is there anything
you want me
To cover?*

~~HEH~~
M. S. NOVIK ✓ file

300 WEST 23rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

April 9, 1956

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Sincerely,


M. S. Novik

Mr. Harry Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Copies to: Mr. Bob Coleman
Frank E. Schooley

July 30, 1956

Mr. M. S. Novik
Room 500
300 W. 23rd Street
New York 11, New York

Dear Maury:

Now preparing final FAE report, closing our accounts with them, returning all unused funds, and giving them final statements of accomplishments of each project. From July 1 all funds for these come direct from Ford itself.

We therefore need, virtually by return mail if possible, a 2 or 3 page summary statement of results of efforts and use of funds (not financial statement) showing gains in Union and Management relations.

National picture, with a few station-by-station, or union-by-union examples, would do it. I'll add or edit-- though I'm about snowed myself between reports, trips, secretarial staff turnover, etc.

If you've not prepared anything on Andrea Doria episode, forget it. I marked various articles in trade press, etc. which will give our Newsletter something.

But the report we do need urgently.

Our best. More when less rushed.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cb

M. S. NOVIK ✓

500 WEST 23rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

July 31, 1956

Mr. Harry J. Skornia, Executive Director
National Association of Educational
Broadcasters

14 Gregory Hall
Urbana, Ill.

My dear Harry:

My secretary just read to me your letter of
the 30th. I am not in town - staying at Long
Beach to get some sleep.

I will try to do it Wednesday or Thursday.
The chances are it will be Thursday.

Explained
It would help me if you could give me an outline
of what you want -- how much different than the
last statement I submitted. It would be no
problem at all normally, but now it is. If need
be, call on the telephone "collect" on Wednesday
and give it to Alice, my secretary, after you
receive this letter.

Sincerely,

M S Novik
M. S. Novik *an*

MSN:Fau

M. S. NOVIK

July 31, 1956

Harry:

Arthur Hungerford, the Metropolitan Educational
TV guy in New York, wants to see me about
helping them.

Are they tied up with NAEB? Do I tell them
to contact you, or what ----

M S Novik
M. S. Novik

Said Al

M. S. NOVIK

July 31, 1956

Dear Harry:

Re: Tennessee. Do I continue representing them?

You have the file. Do you remember it was submitted when Stettle called me after an inquiry he had received from National?

*I asked for
more data.*

M S
M. S. Novik

M. S. NOVIK


July 31, 1956

Harry:

Do you know of any expenses I incurred.?

Did we decide anything about the Columbus meeting?

I am so far behind that I can't remember.
If you can give me some idea - fine.....


M. S. Novik

M. S. NOVIK

500 WEST 23rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4585

RADIO
CONSULTANT

August 3, 1956

My dear Harry:

Hope my material helped you get up your report.
Can you answer some of this --

I have just had a long session with Hungerford; enclosed;
he was in a little while ago. I wanted you to see the/3
actually, I didn't read it thoroughly until a minute
ago. What do I do with him. My own feeling is
that I would rather not take him on professionally.
Have you any ideas?

Please return the enclosed.

RECEIVED
NAEB HEADQUARTERS

AUG 6 1956

AM PM
7 8 9 10 11 12 1 2 3 4 5 6
Sincerely,

M. S. Novik

Mr. Harry Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Ill.

MSN:au

Encl.

Management
Service

August 6, 1956

✓
Mr. M. S. Novik
Suite 1200
West 23rd Street
New York 11, New York

Dear Maury:

Herewith Memphis materials returned.

The firm statement by our Board that all requests for help from you should be channeled through me was not my idea. It reflected considerable concern lest wires get crossed, or that together you and we might be aware of different developments which might affect each other.

I therefore think you should check with us, or ask that requests be directed (or even checked by phone by the requester) with us before you proceed, as we do pretty much for legal counsel, consultant teams and the rest of our services.

Also looks as if liaison between Ralph and us isn't as good as it might be. I'll continue to send him carbons of everything I think is in his bailiwick, and will hope he'll do the same. So far Nighbert has ignored my earlier note to him on this, of which I sent you a copy.

I still have hopes, with all the people you know there. I think Nighbert and Martin might be cautioned not to bristle too much in the meantime, and let you do some groundwork in establishing some understandings. Otherwise union stubbornness, too, may result locally.

Part of my other letter of today is also pertinent to this.

Our best.

Sincerely,

Harry J. Skornia
Executive Director

HJS:cb

M. S. NOVIK

500 WEST 23rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4585

RADIO
CONSULTANT

August 3, 1956

Harry:

To clear up the business of Tennessee -
I only thought I would send you everything I have
here so you can see how it started. You can
make copies of anything I have. I guess the first
mistake I made was when Ralph talked to me about
it, and I agreed to look into it and advise
Nighbert. I should have told him to check with
you first, or I should have called you.

How do you want me to handle it in the future?

Enclosed is a little memo Stanton Smith sent me.
He is now not only President of the AFL State
Federation, but President of the AFL-CIO Tennessee,
and, therefore, even more important.

Sincerely,



M. S. Novik

MAN:AU Enclosure

P. S. Please return enclosure.

WKNO-TV

June 5, 1976

Mr. Morris B. Morik
Suite 1200
300 West 23rd St.
New York 11, New York

Dear Morrie:

I am writing to request your advice concerning our relationship here with the Musicians Union. We are not quite sure whether we have a problem or not but we are certainly concerned that Mr. Vincent Skillman, who heads the union does not indicate any cooperation with us. We, of course, are not looking for free music. We do feel that in the beginning the musician's union should play ball with us. For example, the local orchestral society, Sinfonettia, have decided to donate two full performances to WKNO-TV. All performances after that will require pay. We are hopeful that it might be less than union scale but have not discussed this with them or the union.

We would appreciate knowing the working arrangements other educational television stations have with their music unions. We do understand that several do allow college faculty musicians, who are union members, to appear without fee as a part of their college duties.

We do want to establish strong and lasting relationships with the Music Union and your advice would be appreciated. We do not think we need pressure at this time from the national level.

We await your advice.

Sincerely,

Keith J. Nightlor
Keith J. Nightlor,
Program Director

KJN:as

*Flannery
Bullock*

June 8, 1956

Mr. Edith J. Nighbert
Program Director
Station WKNO-TV
368 Jefferson Avenue
Memphis 3, Tennessee

Dear Edith:

I have just finished a telephone call with Morris Morill about your relationships with the local Federation of Musicians. Against a background of very successful cooperation between educational television and the Musician's Union, Morris suggests that the labor members of your board of executive trustees should get in touch with Stanton Smith, President of the Tennessee Federation of Labor, and secure his assistance in establishing mutually satisfactory relationships with Local 71. Morris indicates that the WGA, Pittsburgh relationships with the Musician's Union are most harmonious.

While Jack is leaving for Europe on Tuesday for a two week business trip, he has indicated his willingness to do whatever he can to be helpful to WKNO-TV in establishing good relationships with its musical community.

Best regards

[Signature]
Ralph Stearns

cc: M. S. Morill

labor members of board of executive trustees

John R. Gorman, President, AFL
R. Ray Allen, President, CIO

44 *[Handwritten mark]*

MEMPHIS FEDERATION OF MUSICIANS
Local No. 71 A.F. of M
517 W. A. R. Bldg.
Memphis, Tenn.

May 25, 1956

Adm. Harold M. Martin, Gen'l Mgr.
Station WKNO
Memphis, Tenn.

Dear Sir:

We certainly enjoyed your visit yesterday and
as our Board of Directors met later in the day,
the request you made was presented to them.

It is the opinion of the Board of Directors that
we are not in any position to donate the services
of our members; that each request by a member to
donate his services gratis must comply with our
By-law regarding same and each occasion presented
for approval prior to the gratis service.

As to our attitude in general with a non-commercial
station, we will have to hold that in abeyance pending
further information which we hope to receive in the
near future.

Hope for this. The information you desire, I remain

Very cordially yours,

W. A. VANDERBILT
President

WAB:mt

FROM: Stanton Smith

Dear Morris:

Attached are the letters you asked to be returned.

I'll be glad to discuss this with Gorman and Allen. Is there any published statement of policy by the AFM on this subject or is it still too nebulous? Is there any literature regarding practice elsewhere?

Regards,

Stanton

June 8, 1956

My dear Ralph:

Your note to Nighbert is fine - except you suggest that the labor members of his board contact Stanton Smith.

Actually, you remember, I said they ought to contact the Musician's guy - or both - but not to ignore Skillman. I have a hunch that when Mr. Skillman returns from Atlantic City, he will feel differently. I think his last paragraph indicated that.

Too bad I didn't know about it the other day when I met Petrillo at the Council meeting. If it weren't that they are holding their convention now, I would have talked to him, or some of his top people.

Sincerely,

M. S. Novik

Mr. Ralph Steetle
Executive Director, JCET
1785 Massachusetts Ave., NW
Washington 6, D. C.

Encl. copy letter to Nighbert

June 7, 1956

My dear Stanton:

This - in confidence.

I have a hunch that Gorman and Allen of Memphis will be in touch with you. Maybe they can do a better job with Skillman. This is the sort of thing that we try to avoid by urging them to do all of the negotiations long before it becomes a problem. Brother Skillman sounds like a pretty old-fashioned gentleman.

Sincerely,

M. S. Novik

Mr. Stanton E. Smith, President
State Federation of Labor
540 Vine Street
Chattanooga, Tenn.

cc - 3 letters
Skornia

MSN:su
Encl.

(Orig. Corresp.)

The only one I
saw. Caused me
to ask about
Memphis problem

June 7, 1956

My dear Keith:

Sorry I didn't know about this sooner.

Forgive this haste, but am getting ready to leave for a European trip next Tuesday.

I will follow through with Stanton Smith, who is the President of the Tennessee State Federation of Labor, and a very decent person. I have already been in touch with him about your operations, and I know that he wants to help.

Sincerely,

M. S. Novik

Mr. Keith J. Nighbert
Program Director
Station WKNO-TV
268 Jefferson Ave.
Memphis 3, Tenn.

MSN:au Encl.

*file copies -
please return*

August 6, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury:

Art's a little new to our group. I'd explain the efforts you've already invested in getting special status for WNYC, and educational broadcasting in general, with exceptions, if any, the other way around from the way he now sees it. I'd hate to have what they do while they're a production center, using commercial outlets, jeopardize what they'd have when they get their own station. Do you suppose that some sort of clause could provide for that day?

This might not be too important to Art now. He'll probably hope for enough money to operate this way. But it would weaken the position of other ETV stations, and I think he should be aware of that problem.

From there on, Maury, your wisdom is greater than mine in this area, and you'll probably have to play it by ear. I do feel that this represents the inclination of the Center, which we discussed with Schooley earlier, to "go along" with the unions.

Because I'll be away for some time, I'm giving Frank a copy of Art's letter and this reply, hoping he too may have some ideas for you.

Sincerely,

Harry J. Skornia
Executive Director

HJS:dfc
cc: Mr. Frank E. Schooley

METROPOLITAN EDUCATIONAL TELEVISION ASSOCIATION, INC.

NEW YORK, N. Y.

30 East 42 Street
New York 16, N.Y.
July 5, 1964

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MARK STARR

HELEN SACHS STRAUSS

ALAN M. STERNICK

ORWAY THAO

RT. REV. MRS. JOHN J. VONNET

ALEXANDRE M. WHITE

Dear Mr. Nevik:

We have had reasonable success in our fund raising efforts and are just about to proceed with the construction of the META Production Center. As a facility, this will be a complete one-studio television station except that we will not have a transmitter just yet. Nevertheless, we will bring into focus all of the operating problems.

Very importantly, there will be our negotiations with the various labor unions in the TV and film fields. We have not as yet discussed this matter at our Board of Trustees level but I know that I would recommend to them that we recognize the jurisdiction of the unions and then hope that we can work out some exceptions because of our non-profit, educational operation. Since we hope to become a remote studio for some of the commercial stations when they give us free time we must get down to work and settle these matters. We will also be producing films and timepieces which we will want to place on commercial stations as well as educational stations.

Upon your return I would appreciate the chance to discuss this problem with you in a general way. Meanwhile I will seek persuasion of my Executive Committee to enter into an agreement with you to help us in these matters. Ralph Stettin has spoken very highly of you and of your successful accomplishments in St. Louis.

I hope you have enjoyed your European trip.

Sincerely,

E.A. Hungerford, Jr.

EAH:bo

CC: Dr. Carroll V. Newson
Mr. Frank E. Karlson

Mr. M.J. Nevik
300 West 42nd Street
New York, New York

(Novik)
Management
Service

Novik's secretary called with the following messages:

Rewire. Seeing Hungerford tomorrow. At present helping Memphis, Before that Boston, Chicago, Houston. Before that St. Louis, Pittsburgh, Los Angeles, San Francisco. Will dictate memo this afternoon. Your past files will have. Files may have more records than that.

Novik.

add
Wisconsin
Detroit

ly
8/2/56

(11)

checked
file

TELEGRAM _____

NIGHT LETTER X _____

TO: M. S. Novik, 300 West 23rd Street, Room 500, New York 11, New York

FROM: Harry J. Skornia

If possible please include number and list of stations and television commissions advised on labor relations in report, including Memphis, New York, and others even vaguely advised.

Would appreciate this figure by wire for graphs being prepared Thursday.
Best guess acceptable.

Harry J. Skornia
Executive Director
NAEB

SENT BY dfc _____

RECEIVED BY _____

PREPAID X _____ COLLECT _____

DATE August 1, 1956 _____

TIME 4:35 p.m. _____

*Management
Service*

August 2, 1956

Mr. M. S. Novik
Room 500
300 West 23rd Street
New York 11, New York

Dear Maury:

Got your wire. Also rechecked file of previous reports. Have reported to FAE 11 consultations. I added Wisconsin and Detroit to the list of nine you wired.

Sorry for the pressure---on top of all you've been going through. You and Alice are bricks to find time to get at this at a time like this. Will expect your narrative one in a couple of days. Meanwhile tables and rest of report going on stencil.

Our best.

Harry J. Skornia
Executive Director

HJS:cb

Novik

file

September 27, 1956

Dr. John Taylor
Executive Director
Station WTTW-TV
38 So. Dearborn Street
Chicago 3, Illinois

Dear John:

How is progress on teacher-union controversy on kinescoping? We want to do nothing unless we're needed. But want you to know we and Novik are standing by, if requested and/or needed. I'd guess neither of us knows much about it as yet.

Our best,

Harry J. Skornia
Executive Director

HJS/mfb

cc: M. S. Novik (for information only; no action)
F. E. Schooley

October 3, 1956

Mr. M. S. Novik
Room 500, 300 W. 23rd Street
New York 11, New York

Dear Maury:

Tuesday evening--after dinner, looks good to me for a get-together. Hope you can make it.

Herewith, with thanks, your clippings on Houston. We've quoted briefly in the current Newsletter.

Incidentally, re paragraph one, we understand you to mean you might be able to attend Convention a day or a day and night. Right? Tuesday night and all or part of Wednesday would then be our (Schooley's and my) suggestion.

Sincerely,

Harry J. Skormia
Executive Director

HJS/fb
cc: Schooley ✓
Enc.

WTTW

"WINDOW TO THE WORLD"

Channel 11

CHICAGO EDUCATIONAL TELEVISION ASSOCIATION

OFFICES AND STUDIOS • 1761 EAST MUSEUM DRIVE • CHICAGO 37, ILLINOIS • MUSEUM 4-3800

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October 5, 1956

RECEIVED
NAEB HEADQUARTERS

AM PM
7/8/9/10/11/12/1/2/3/4/5/6

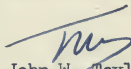
Dr. Harry J. Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I have yours of September 27 and appreciate your offer of yours and Novik's help. The situation has been taken care of currently by a release which provides for re-broadcast at not later than a month's delay. Negotiations are going on with respect to repeats of kines in later semesters.

Kindest personal regards.

Very sincerely,


John W. Taylor

JWT:hvb

RECEIVED
NAEB HEADQUARTERS

AM PM
7/8/9/10/11/12/1/2/3/4/5/6

TWIN CITY AREA EDUCATIONAL TELEVISION CORPORATION

MINNEAPOLIS • SAINT PAUL
MINNESOTA

RECEIVED
NAEB HEADQUARTERS

TSA, Room 110
University of Minnesota
St. Paul 1, Minnesota
October 19, 1956.

7/8/9/10/11/12/1/2/3/4/5/6
PM

300 West 23rd Street
Suite 1203
New York 11, N. Y.

Dear Morrie,

Thanks for your letter of the 17th. Answering your questions in order:

1. We will operate on channel 2.
2. It's a combination of money and talent that came from the University of Minn. and the St. Paul and Minneapolis School Systems.
3. Two excellent labor men, Sendor Denis and a man named Lyndson are on the Board of Trustees and have been from the beginning.
4. Paul Owen, a good liberal, carries on at Houston.

I just need your good offices later on and it's a comfort to know that I can also count on your help in establishing other needed.

At the best to you,

F. C. Schwarzschilder,

11/1/56

JCS:kg

November 15, 1956

Mr. M. S. Novik
300 West 23rd Street
Suite 1200
New York 11, New York

Dear Maury (through Alice):

I'd guess, since we don't pay expenses for Leonard Marks to attend, or for the speakers, that we couldn't justify paying for your Atlanta trip. This is not to say that it wasn't appreciated and valuable to us... I believe you understand.

I also think no formal report is necessary until we need one for the Ford Foundation, later on.

I hope you liked the way we treated you in our Headquarters report to the membership. I didn't get to discuss this with you.

Hope you had a fine trip.

Sincerely,

Harry J. Skornia
Executive Director

HJS/mfb

Blind cc: Paula
Schooley

RECEIVED

M. S. NOVIK

300 WEST 234 STREET SUITE 1200 NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO

CONSULTANT

NOV 13 1956

AM

PM

7|8|9|10|11|12|1|2|3|4|5|6

November 9, 1956

My dear Mr. Skornia:

Mr. Novik has just left for a three-week trip to South America, with Mr. George Meany, and asked me to drop you a note about this.

He would like to know if, and when you get a moment, and in order to keep his records clear, whether he should submit any kind of a bill for the last Atlanta trip. Mr. Novik wants you to decide and, whichever way it is, it will be O. K. with him.

He said further that he didn't make any official report and if he accomplished any good at all, it was in the private meetings he had with "Mack, Dick, and so forth", and yourself, which was pleasure".

Sincerely,

Alice M. Zuckey
for M. S. Novik

M. S. Novik

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Ill.

Frank Schooley

April 23, 1957

Mr. M. S. Novik
Management Consultant
Room 1200
300 W. 23rd Street
New York 11, New York

Dear Maury:

Since you've not been paid through June 30, why don't you bill us for the period July 1, 1956-December 31, 1956 for now? \$1250.00 retainer plus out-of-pocket expenses if any.

Then if you'll do the same in mid-June, 1957, for the period January 1, 1957-June 30, 1957, for the same sum plus expenses, we'll be back on schedule. Does this look ok to you?

Thanks for the report on recent American Civil Liberties Union's actions in support of educational frequencies and opposing the five-year licensing period. We're glad you were able to participate actively on our behalf.

Will we be seeing you at Columbus this year? Schooley and I have to leave Thursday noon, so don't come too late if you want to see either of us.

Sincerely,

Harry J. Skornia
Executive Director

HJS/dfc

April 28, 1958

M. S. Novik
300 West 23rd Street
New York 11, New York

Dear Novik:

Thanks for the Ed Morgan Comments.
Didn't hear him, so I enjoyed reading.

Best regards to you and yours.

Sincerely,

Frank E. Schooley
Director of Broadcasting

FESfb

M. S. NOVIK

300 WEST 25rd STREET • SUITE 1200 • NEW YORK 11, N. Y. • ALGONQUIN 5-4385

RADIO
CONSULTANT

RECEIVED
APR 18 8 45 AM 1958
April 16, 1958

WILL & WJUC
UNIVERSITY OF ILLINOIS

Frank:

If you missed Ed Morgan's comments
on the Hagerstown project, here are
copies.

They're all yours. Be glad to send
you some extras if you need them.

Meeting Spring has come to N.Y.

*Even though the Base Teams
eff for
warmed
CLIMATES*

Sincerely,

M.S. Novik

Mr. Frank E. Schooley
Stations WILL-AM-FM-TV
University of Illinois
Urbana, Ill.

REPORT ON THE NAEB MANAGEMENT SERVICE

as of October 1, 1957

(Prepared for the NAEB Convention, October 29-November 1, 1957, St. Louis, Mo.)

Helping the new educational TV stations with some of their management and operational problems, including union relations, is becoming more and more involved.

It is easy in some of the new areas, like Minneapolis. But in places like New York, where competition among existing unions is strong, it is difficult.

The contacts and understandings established years ago (on behalf of special status for educational broadcasters) with the National IBEW and IATSE organizations have paid off. On the other hand, the lack of earlier official contact with the National AFTRA has made it difficult in New York to work out a fair arrangement with local AFTRA, and may hinder such progress in other areas.

Unless the rights of unions and crafts in the national program are recognized and an operational basis established fair to both educators and unions, it is only a matter of time until local programming will be affected. If certain branches or parts of the educational broadcasting movement, for instance, are willing to pay the full commercial rate, the likelihood of securing or maintaining for educational stations a special status based on the lower rates which must prevail for them if the burden is to be bearable, is greatly jeopardized. Today, more than ever, there is a definite need for the development of closer working relationship on a national level with the crafts and unions in the entertainment industry, especially with AFTRA and American Federation of Musicians, aimed at achieving recognition of the different financial base.

The interest of the national leaders of the AFL-CIO is very definite. The official national position supporting Educational Broadcasting adopted at the last convention should be followed up on state and community levels whenever a mutual and friendly relationship exists between the local educational TV stations and the local labor groups.

The very thorough discussions and unanimity concerning the need for cooperation on the national level, at the recent Allerton House meeting, proved the soundness of this position.

Respectfully Submitted,

M. S. Novik
Management Consultant

11, Gregory Hall
Urbana, Illinois

November 30, 1955

Mr. M. S. Novik
329 West 50th Street
New York City 19, N. Y.

Dear Novik:

Any comment on the enclosure. Best
regards.

Sincerely yours,

Frank E. Schooley
President

FES:cu

Enc.

14 Gregory Hall
Urbana, Ill.

December 22, 1955

Mr. M. S. Novik
300 West 23rd St.
Suite 1200
New York 11, New York

Dear Novik:

Thank you for the AFL-CIO Convention resolution
dope. I am glad to see such interest, and the
public recognition. I am also glad to note the
influence some people wield.

Kind personal regards, and best wishes of the
season to you and your wife.

Sincerely,

Frank E. Schooley
President

FES:cjf

PAY TELEVISION

There are now pending before the Federal Communications Commission certain applications which would provide for and permit the granting by that Commission to specified interests, exclusive licenses to broadcast, and charge for, television programs which are now being received without charge in the private homes of America.

It is our sincere belief that such a plan known as "Pay Television" would constitute and become an infringement on the property right now enjoyed by the general public on a no fee basis. Such a plan would be an intrusion into and a violation of the privacy of the home, and would curtail greatly the free use of a medium which has become a part of the American home; now, therefore, be it

RESOLVED, The AFL-CIO opposes the granting by the Federal Communications Commission of licenses permitting "Pay Television" and request the Officers of the AFL-CIO to make known to the members of the Federal Communications Commission and to the Members of the Congress of the United States the position expressed in this resolution.

operating institutions and agencies.

EDUCATIONAL T. V.

We believe that educational T. V. has proved its value where stations have been established and we insist the Federal Communications Commission continue to reserve the channels exclusively for educational purposes.

All T. V. educational stations should have an operating committee fully representative of all interests in the community.

COMMUNITY COOPERATION

The AFL-CIO calls upon its state and local unions to urge their members to participate in community activities in cooperation with other civic groups, such as the Parent-Teacher Associations, and through such a cooperative program, to develop support for the education programs and projects it supports for the betterment of the community.

naval shipyards, postal, administrative, technical, scientific and in other facilities in the Executive Branch of the Government. In practically every instance where advancement, for such employes have been made, the improvements in their work standards have resulted from their efforts through their organizations.

As a result of their organization intelligent leadership and the cooperation of the Trade Union Movement, the employes of our Federal Government have made tremendous strides in their effort to secure for their members benefits comparable to those enjoyed by workers in private industry.

Because of the nature of their employment and the total lack of the accepted collective bargaining machinery common to private industry, benefits secured for Postal and Federal Employes almost invariably require Acts of Congress and programs for their future benefits are as a result stated in terms of legislation. This legisla-

M. S. NOVIK

300 WEST 23rd STREET · SUITE 1200 · NEW YORK 11, N. Y. · ALGONQUIN 5-4585

RADIO
CONSULTANT

December 19, 1955

My dear Frank:

I thought you ought to know that the recent AFL-CIO Convention adopted a resolution endorsing Educational Television, a copy of which I'm enclosing.

You also ought to know Mr. Meany filed with the F.C.C. on December 15th what I regard as a strong statement opposing any reduction in the present allocation plan. The highlight of his statement was: "This proceeding, in my judgment, should be geared to having as many channels as possible, for as many television stations as possible, in as many communities as possible".

I also think the following paragraph will interest you. "In addition to the use of these 82 television channels for commercial purposes, the future of educational television also is now at stake. You know, of course, the role of organized labor in the development of the American public school system. Labor has for many years also been vitally concerned with educational radio and television. It has vigorously supported the educational television reservation made by your Commission by appearing in those hearings. Any proposed cutback in the number of television channels, will threaten these reserved channels and endanger the future of a nationwide educational television system".

cc: Mr. Skornia
Mr. Marcus Cohn

Mr. Frank Schooley
NAEB, 119 Gregory Hall
Urbana, Illinois

Sincerely,



M.S. Novik

Novik
~~file~~
file

1-15

Mr. G. H. Griffiths
Fund for Adult Education
c/o Gotham Hotel
5th Ave. at 55th St.
New York, New York

Dear Bill:

We have been warned not to publicize Novik's services as "union negotiations" for fear of introducing to many areas a problem they don't have. We are therefore using the utmost care in choice of words and terminology. I hope we are not thereby violating the terms of your grant. I shall, of course, not send him out except on the sort of assignment for which his special qualifications apply.

The attached is, of course, only my proposal, and may be vetoed or improved by someone who thinks of an angle that I, in my haste, may have overlooked.

Sincerely,

Harry J. Skornia
Executive Director

HJS:we
enc.

cc: Pasadena address

Novik file

Novik - Financial

Original grant		\$7,000.00
Expended to date:		
Consultation fee	\$1,250.00	
Expenses	<u>250.97</u>	<u>1,500.97</u>
Balance		\$5,499.03

REPORT OF THE NAEB MANAGEMENT CONSULTANT

October 1, 1955

THE ASSIGNMENT was to look into and help the new educational TV stations with some of their management and operational problems including union relations.

The assignment was a challenge. The field was wide open. While operational and management problems were similar to a very great extent in the stations wanting the service, the union relations were different in each case.

It is with a great deal of satisfaction that I'm able to report that in every station where help was needed, all of the unions involved cooperated. The major unions were IBEW-AFL, IATSE-AFL, and to a lesser degree NABET-CIO, AFTRA-AFL, AND IAM-AFL. The unions involved recognized the difference between the educational and commercially-operated TV stations. That recognition was of immediate help to the stations involved, and this policy will help all new stations in the future.

Labor cooperation was important not only in operational problems, but in promotion, in developing audience and the raising of funds. This cooperation has just barely begun. It should be extended, especially in the community operated stations..... Pittsburgh, St. Louis, San Francisco, etc.

My assignments at the Institutes and Workshops were even more of a challenge. Novik is certainly no orator; no educator. The facts of life, practical problems and the background history of the organization were my agenda. I hope the participants in the Amherst, East Lansing, Iowa City meetings, and others gained as much by my efforts as I did by the spirit, enthusiasm and desire of all to know more and more about the present and the past.

The role of the NAEB (with the cooperation of the Kellogg Foundation, the ETRC, the FAE, the JCET and other groups) in training the personnel and helping the stations in operational problems, it seems to me, is the difference between life and death. Limited as this help may be, had we had it twenty years ago for radio, we would have had a different and better educational broadcasting picture in this country.

Respectfully submitted by:

M. S. Novik
Consultant

Copied NAEB Hq. 10/14/55jy

Management Consultant

M. S. NOVIK

300 WEST 25rd STREET · ROOM 500 · NEW YORK 11, N. Y. · ALGONQUIN 5-4385

RADIO
CONSULTANT

REPORT OF SERVICE

THE ASSIGNMENT was to look into and help the new educational TV stations with some of their management and operational problems including union relations.

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for radio,

Consultant

COMBINED FISCAL REPORTS

TV-RADIO PLACEMENT SERVICE

Grant Received (1954 and 1955)		\$15,500.00
Less: Salaries	\$ 3,724.66	
Travel, Supplies, Expenses	2,412.31	6,136.97
Balance, 4/25/55		<u>\$ 9,363.03</u>

TV ENGINEERING SERVICE

Grant Received (1954)		\$30,000.00
Less: Salaries	\$12,965.54	
Travel, Supplies, Expenses	5,327.07	18,292.61
Balance, 4/25/55		<u>\$11,707.39</u>

TV MANAGEMENT CONSULTANT SERVICE

Grant Received (1954)		\$ 7,000.00
Less: Consultant's Fees	\$ 2,500.00	
Travel and Expenses	453.11	2,953.11
Balance, 4/25/55		<u>\$ 4,046.89</u>

Prepared by NAEB Treasurer Robert J. Coleman, as of April 25, 1955

FAE
REPORTS - DUE DATES

	PERIOD	*REPORT DUE (to FAE)
ENGINEERING SERVICE	Feb. 15, '54-Feb. 15, '55 Feb. 15, '55-June 30, '56	**May 1, '55
PLACEMENT SERVICE	Apr. 1, '54-'56-June 30, '56	**May 1, '55
CONSULTANT TEAMS	Apr. 1, '55-Sept. 30, '55	**Sept. 30, '55
✓ MANAGEMENT-LABOR CONSULTATION SERVICE	- June 30, '56	**May 1, '55
WORKSHOP: TV ENGINEERING	- June 30, '56	**at convenience - conclusion of workshop
WORKSHOP: TV PRODUCTION	- June 30, '56	**at convenience - conclusion of workshop
SCHOLARSHIPS	approx. period July 1, '55-June 30, '56	**October 1, 1955

*Should reach us close to one month before this date.

**Audited financial statement - end of fiscal year

IMPORTANT MATERIAL FOUND IN
Management-Labor Consultation Service file

January 21, 1955

Letter to Mr. Schooley from Miss Howard

- referring to letter of April 16, 1954 announcing approval of grant of \$7,000 for consulting service in union and labor relations problems for a period of one year beginning April 1, 1954 (copy attached)

- referring to letter of December 13, 1954 from Dr. Skornia to Mr. Griffiths listing additional requests (copy attached)

- informing that FAE has approved an extension in the term of the grant to June 30, 1956

May 1, 1954 -
April 29, 1954

Letter to Mr. Young from Dr. Skornia acknowledging receipt of check number 0776, \$7,000;

March 31, 1954

Letter to Mr. Griffiths from Dr. Skornia requesting grant of \$15,000 (for 3 year period)
\$7,000 - 1st yr; 8,000 last two years

Consultation

FUND FOR ADULT EDUCATION

ESTABLISHED BY THE FORD FOUNDATION

1444 Wentworth Avenue

PASADENA 5, CALIFORNIA

January 21, 1955

Mr. Frank E. Schooley
President, National Association
of Educational Broadcasters
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear Mr. Schooley:

You will recall that Mr. Graydon Ausmus received a letter dated April 16, 1954 from The Fund for Adult Education, announcing the approval of a grant of \$7,000 to the National Association of Educational Broadcasters, for a period of one year beginning April 1, 1954, for a consulting service in union and labor relations problems.

It now appears in discussions you have had with Mr. G. H. Griffiths of our staff and from a letter dated December 13, 1954 from Dr. Harry J. Skornia to Mr. Griffiths, that this service is proving somewhat more economical than had been anticipated. It appears therefore that the unexpended balance of the grant will permit continuation of the service to June 30, 1956.

It is my pleasure to inform you that the Fund has approved an extension in the term of the grant to June 30, 1956. In all other respects the provisions and terms of this grant will be the same as those set forth in my letter of April 16, 1954 to Mr. Ausmus.

Mr. Griffiths will continue to be in close touch with you. Our Board would like to receive a progress report on this grant by May 1, 1955 in time for its meeting later that month. An audited financial statement at the end of your fiscal year would also be appreciated.

We trust that this grant is enabling the National Association of Educational Broadcasters to render important consultation services to local educational television and radio stations.

Sincerely yours,

MCH:jm

Martha C. Howard

cc: Dr. Harry J. Skornia
Executive Director, NAEB

EAE files

Notice
file

FUND FOR ADULT EDUCATION

ESTABLISHED BY THE FORD FOUNDATION

914 EAST GREEN STREET

PASADENA 1, CALIFORNIA

April 16, 1954

Mr. Graydon Ausmus
President, National Association
of Educational Broadcasters
Box 2002
University, Alabama

RECEIVED
NAEB HEADQUARTERS

APR 16 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Dear Mr. Ausmus:

It gives me pleasure to inform you, on behalf of our Board of Directors, that The Fund for Adult Education has approved a grant of \$7,000 to the National Association of Educational Broadcasters, for a period of one year, beginning April 1, 1954, for a consulting service in union and labor relations problems. Within a few days a check in the amount of \$7,000 will be sent to Mr. Harry J. Skornia.

It is understood that this grant will enable the National Association of Educational Broadcasters to meet the needs of the developing field of educational television and radio for reliable clarification of relationships with unions and labor interests. Although the service will be provided by the NAEB, it is understood that it will be available, through proper arrangements with the NAEB, to such other organizations as the Educational Television and Radio Center, the Joint Committee on Educational Television, and the National Citizens Committee for Educational Television. It is understood further that the service is regarded as a service to be made available primarily to local stations and for the purpose of clarifying individual problems rather than to national organizations in their own right.

Our Board understands that the NAEB has been receiving numerous requests for advice on labor and union relations from new educational television stations and interests which are planning such stations. Since they recognize that the NAEB is regarded as the service organization of educational television and radio broadcasters, they believe that this Association should provide the services of a qualified consultant in this area of labor relations.

The proposed budget as submitted for a first year of the service by Mr. Skornia in his letter of March 31 to Mr. G. H. Griffiths is satisfactory to the Fund.

Mr. Graydon Ausmus

-2-

April 16, 1954

Our Board would appreciate receiving a report of progress in this project in time for its Annual Meeting in October. This report should be sent to Mr. Griffiths, with a copy to me, both at this office by October 1. At the end of your fiscal year we shall appreciate receiving an audited financial statement.

We assume that the statement issued by the U. S. Treasury Department affirming the tax-exempt status of the National Association of Educational Broadcasters under Section 101(6) of the U.S. Internal Revenue Code, dated December 27, 1951, is still in full force.

Mr. Griffiths will continue to keep in close touch with you on this and your various other projects supported by the Fund.

We trust that this grant will make possible a very useful service to educational television and radio stations in this crucial period of development.

Sincerely yours,

MCH:ja

Martha C. Howard

✓ cc: Mr. Harry J. Skornia

December 13, 1954

Mr. G. H. Griffiths
Fund for Adult Education
1444 Wentworth Avenue
Pasadena 5, California

Dear Mr. Griffiths:

In accordance with earlier discussions, this letter is intended to initiate necessary requests believed desirable for regularizing various FAE-supported NAEB Projects with a view to placing them on a fiscal year (July 1-June 30) basis.

This affects the following projects:

The NAEB Television Engineering Service. On the basis of present figures it appears that the one year grant (effective February 15, 1954), plus the renewal for a second year already agreed to (letter from Martha Howard to Graydon Ausmus, April 23, 1954) will be adequate to carry us through slightly more than two years. This is therefore to request permission to use the one year (\$30,000.00) grant, plus the one year renewal in the same amount, for a period beginning approximately July 1, 1954, when Mr. Bidlack assumed this position, and ending June 30, 1956. No additional funds are requested for this period.

The NAEB Management Consultation Service. This grant was effective for one year, beginning April 1, 1954. This service is proving to be somewhat more economical than had been anticipated. This is therefore to request that this

service likewise, utilizing only funds already obligated (\$7,000.00), be authorized an extension of expiration date to June 30, 1956. If the service required, and the expenses incurred, cannot be handled from funds already received or receivable (perhaps as consultation fees visualized for later years of this service) we shall of course be forced to revise this estimate. As it now appears, however, this service can be continued as requested through June 30, 1956 without the need for any additional grant. A report will be made to the FAE upon the completion of the first year of this service so that adequate information may be available to the Fund for reporting purposes and discussions of possible continuance of this service beyond this date.

The Placement Service. The person in charge of this service reported for duty March 26, 1954. The original grant (\$7,000.00) for one year, later renewed for a second year (letter from Martha Howard to Graydon Ausmus, April 23, 1954) began April 1, 1954. It is likely that in order to be able to continue this service until June 30, 1956, which would in effect be twenty-seven months, a small additional grant will be necessary. This is true not only because of the time involved but also because we find that the sum allocated for the person to operate this service, as it expands, is proving to be somewhat inadequate to secure or keep the type of personnel needed. We therefore request extension of this service until June 30, 1956 and also request an additional \$1,500.00 to carry this project through to that date.

In our letter of September 28, 1954, we indicated the belief that the FAE-supported TV Scholarship Program, as inaugurated during the past year, deserves

continuance. This is true in spite of the fact that a considerable balance remains of the funds authorized for this service. In accordance with the plan proposed in that letter (but placing it also on a fiscal year basis, expiring June 30, 1956) this will confirm our request for \$3,063.63 to bring the total available for scholarships and administration once again to \$6,300.00 (the amount of the original grant) for this period.

With reference to the NAEB's Production and Engineering Workshop plans, although the details still remain to be worked out, this is to request \$20,000.00, the same sum as that authorized for the past year, for the holding of these two workshops between now and June 30, 1956, placing this project on the same fiscal year basis as the others summarized here.

It is still a matter of some careful consideration whether these two workshops should or can be combined (as has been suggested by some of our consultants) or whether they should best be held separately. The NAEB Engineering Committee is meeting December 17 to discuss this problem and make plans for the engineering workshop; final reports and the recommendations of Mr. Stasheff, Mr. Bratz and others regarding new approaches for next summer's production training programs are still being awaited. These will then be discussed by our Professional Advancement Committee and the NAEB Board. As soon as all recommendations are in, I shall provide the details needed for finalizing plans for these two projects in either separate (as now appears likely) or combined form.

It will be recalled that in our letter of September 28, 1954 we requested \$15,000.00 for one year for the development of a Consultation Service which would involve the visit to various developing television station operations of a consul-

December 13, 1954

tation team. Further details are given in the above letter. Since this is essentially an experimental project, and since we shall want to examine it carefully at each stage before recommending or considering it as a regular project, this is to request approval of half the originally requested sum for testing this technique on an initial basis of six months or six visits (at an estimated maximum of \$1,200.00 per visit as outlined in our earlier letter), whichever occurs first, beginning March 1, 1955. This will therefore formalize the oral discussion held with you on this project: requesting \$7,200.00 for visitations as outlined, and \$300.00 for reporting, for a total of \$7,500.00.

If, on the basis of results achieved by this initial grant, it is believed mutually desirable to regularize it, we shall discuss with you a request for placing this service also on a regular fiscal year basis (for perhaps completing, by June 30, 1956, the project as originally outlined but with changes which experience indicates as desirable).

At the time of our recent conference, we also discussed research projects and areas in which the NAEB would be interested in securing FAE support. These would supplement the many ongoing Committee-directed Research Projects in which the NAEB regularly engages, and would be in areas not thought to be of primary concern to the ETRC. Several such areas (needed inventory of research; TV as a direct teaching tool; operational and staff data) have already been discussed in an exchange of letters, copies of which have, I believe, gone to you and Dr. Harry Newburn of the Center.

Before presenting specific proposals for support of research now believed to be more urgently needed than a continuation of earlier TV Monitoring Studies,

December 13, 1954

we should like to inquire directly whether the Fund is in a position to give such a request sympathetic consideration. The desperateness of the inquiries which often reach us in these early stages of Educational Television is such that we do not believe we can evade responsibility or fail to make every effort to help, regardless of how neatly we may earlier have visualized research needs. If it is believed that funds might be available, we should very much like to prepare a request in this area as soon as possible. It is believed that funds in the magnitude of not over \$12,000.00 for a fiscal year's projects would be adequate to begin to accomplish several of the most critically needed tasks in this general research area.

As more and more of the 252 channels reserved for Educational Television begin to be occupied, the occupants find themselves in need of the services of the NAEB, as the association of educational broadcasters. These needs are increasing both in variety and magnitude. We therefore at this time call attention to the statement of NAEB plans for a Washington office, as contained in our letter of October 21, 1954. Although the schedule suggested there need not be rigorously adhered to, it is our hope that funds may be secured for setting up this office in the not too distant future, for carrying out the functions outlined in our earlier letter.

Although we would hesitate to say that this is a final statement of our needs for this period, it has been carefully gone over with President Frank E. Schooley and represents what we believe are essential foreseeable areas of emphasis. Additional requests will be forwarded only if justified by exceptional circum-

December 13, 1954

stances. If this becomes necessary we hope they may still be given consideration. We also shall hope to consult with you later on continuation of some or all these projects beyond June 30 of 1956 as well as on other broad problems of NAEB financing, functions and cooperation with the FAE in the attainment of common goals.

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:op

On behalf of the NAEB Board and
President Frank E. Schooley

May 1, 1954

Mr. E. L. Young
Acting Treasurer
The Fund for Adult Education
1444 Wentworth Avenue
Pasadena 5, California

Dear Mr. Young:

This will acknowledge with thanks receipt today of check No. 0776 from the Fund for Adult Education, in the amount of \$7,000.00, for consultation service grant in union and labor relations problems, for a period of one year, beginning April 1, 1954.

This check will be turned over May 3 to Mr. Frank Schooley, NAEB Treasurer, who will handle all disbursements and accounting on this project.

Our sincere thanks for the continuing interest and assistance of the FAE in this important problem area.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wo

cc: Mr. Schooley
Mr. Ausmus
Mr. Dunn
Mr. Hunter

THE FUND FOR ADULT EDUCATION

ESTABLISHED BY THE FORD FOUNDATION

914 EAST GREEN STREET

PASADENA 1, CALIFORNIA

April 29, 1954

RECEIVED
NAEB HEADQUARTERS

MAY 1 - 1954

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

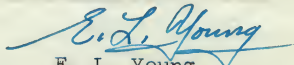
Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Mr. Skornia:

Enclosed is the Fund For Adult Education's check in the amount of \$7,000.00 in favor of the National Association of Educational Broadcasters as full payment of a grant for a consulting service in union and labor relations problems for one year beginning April 1, 1954. Terms and conditions of this grant were set forth in Martha C. Howard's letter to Mr. Graydon Ausmus under date of April 16, 1954.

Would you kindly acknowledge receipt of this payment at your convenience.

Sincerely,


E. L. Young
Acting Treasurer

ELY:n

enclosure

Check No. 776

March 31, 1954

Mr. G. H. Griffiths
Fund for Adult Education
1444 Wentworth Avenue
Pasadena 5, California

Dear Mr. Griffiths:

Summarizing its earlier requests, on this matter, and providing the additional information requested in your letter of March 26, the National Association of Educational Broadcasters hereby requests the sum of fifteen thousand dollars (\$15,000.00) for the operation of a union relations consultation service for all American educational television and radio stations for a period of three years, with immediate emphasis on television. It is expected that only a small proportion, if any, of the efforts of this consultant would be devoted to radio, as the situation now stands.

Numerous requests have been received by the NAEB for help and advice on labor and union relations from new educational television stations and groups planning such stations. In view of the growing number of such educational television stations it is felt that the services of a qualified consultant are needed in this area. The NAEB is looked to as the service organization of educational television and radio broadcasters. Therefore, this proposed service is a natural one for the NAEB to undertake.

A copy of this request is being sent to Dr. Harry Newburn of the Educational Television and Radio Center, to insure adequate coordination of efforts in this area. In recent discussions with Mr. Kenneth Yourd, of the Center's staff, it was our specific understanding that the Center would not undertake this general service, but would like to be included in all such discussions, and would of course need to have a voice in all decisions, in view of the need for clearances to facilitate program exchange. Mr. Ralph Stootle, of the JCET, has also indicated readiness to have the NAEB take over this service, finding it the natural and obvious province of the NAEB. The same is true for the NCCET, with which those areas of jurisdiction were earlier discussed.

Mr. Morris Novik, New York Consultant, for many years an NAEB Officer and long associated with the NAEB, has already been contacted and has agreed to serve as consultant. As agreed in discussions with representatives of the FAE and the Center, one of Mr. Novik's first functions will be to hold a conference with appropriate representatives from the Center, the JCET, the

March 31, 1954

NGCET, and the educational television stations concerned. Such a joint conference, with procedures for later reporting and consultation, will insure that this consultation service will be a thoroughly coordinated effort, under the supervision of the NAEB, but available to all those groups and organizations mentioned. Mr. Novik will be alert to the needs of all, and will not act without careful consultation with all parties concerned.

Proposed budget:

For the first year of the service:

Consultation fees (Est. 40 days @ \$100 per day) up to \$ 4,000.00
Travel, up to 3,000.00

For each of the two succeeding years:

Consultation fees (Est. 25 days @ \$100) up to \$2,500.00
Travel up to 1,500.00
Total for each year \$4,000.00

Total for last two years 8,000.00
Total requested for three year project, up to \$15,000.00

Administration, accounting and reporting procedures agreed to for this project are the same as those found satisfactory for joint FAE-NAEB projects.

It is our hope that this brief statement adequately explains the proposed project and procedures. If not, on behalf of the NAEB Executive Committee, and President Graydon Aumua, I hope you will contact me for any additional data needed. We shall all be at the Deshler-Hilton Hotel in Columbus from April 5 through 9, in case communication is necessary, or any decision is reached by that time.

Our sincere thanks for our recent fine discussions with you. I believe an increasingly fuller realization of projects of common interest to the FAE and the NAEB is becoming a reality, thanks to your understanding and that of the FAE Board. I also believe this request represents one more step in the clarification of responsibilities in the entire area of services needed in educational television.

Sincerely yours,

Harry K. Skornia
Harry K. Skornia
Executive Director

HJS:ms

cc: NAEB Officers
Dr. Harry K. Newburn

February 10, 1955

Miss Martha C. Howard
Secretary
The Fund for Adult Education
1444 Wentworth Avenue
Pasadena 5, California

Dear Miss Howard:


On behalf of the National Association of Educational Broadcasters I acknowledge with sincere thanks the permission of the Fund to expend the balance of the grant for a consulting service in union and labor relations problems to June 30, 1956. It is our understanding that in all other respects the provisions and terms of this grant will be the same as set forth in your letter of April 16, 1954 to Mr. Ausmus.

Obviously, we shall be happy to provide you with progress reports and an audited financial statement at the end of our fiscal year.

Sincerely,

Frank E. Schooley
President

FES:fmh

cc: Harry J. Skornia 

nonk
file

THE FUND FOR ADULT EDUCATION

1444 WENTWORTH AVENUE
PASADENA 5, CALIFORNIA

February 3, 1955

7 8 9 10 11 12 1 2 3 4 5 6
AM FEB 3 1955 PM

Mr. Harry J. Skornia, Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

I believe several of the letters covering specific grants from the Fund to the NAEB are already in Frank Schooley's hands. One or two others will follow shortly. When the list is complete you should have letters covering the following:

1. The adjustment of the time period on the Engineering Service.
2. The adjustment of the time period on the Management Consulting Service.
3. The adjustment of the time period on the Placement Service and the \$1500 supplement.
4. The Television Scholarship Program.
5. The Production Workshop.
6. The Engineering Workshop.
7. The Consultation Teams.

As reported to you informally following our Board meeting, the above comprise all the matters on which action has been taken at this time. Certain other matters touched upon in your letter of December 13 have been noted. One of these is the interest of the NAEB in certain areas of research. Another is the consideration you are currently giving to the possible establishment of a Washington office. Let me say that we appreciate your keeping us informed on these and other activities you may have in mind, even though they lie outside the areas we are presently able to consider and accordingly are forwarded for purposes of information only.

If, following receipt of the full set of grant letters, you should have any question of interpretation on any of them, please do not hesitate to get in touch with us. Over and above the formal reports you will be making for purposes of our Board, I will as always appreciate our keeping in close touch

Mr. Harry J. Hornbl

-2-

February 3, 1955

with each other on the development of the various projects. It was
very good indeed to see you and Frank in New York and I hope we will
all have a chance to compare notes again quite soon.

Sincerely yours,



G. H. Griffiths

CC: Mr. Frank Schooley

Copied NAEB Hls 2/7/55

MEMO OF TELEPHONE CONVERSATION WITH MORRIS NOVIK

Tuesday, January 19, 1954

Morrie began by pointing out the four areas with which he is first concerned. They are:

1. Houston. He is going there next Monday to survey and discuss the situation with John Schwarzwald.
2. Los Angeles. From Houston he is going to Los Angeles to talk with Sener and study the situation there.
3. It is likely that he will also go to San Francisco to talk to Jim Day. In all of these cases, letters have gone to these stations from Steetle on behalf of JCET, which has had the budget and staff to be faster on its feet than the NAEB.
4. St. Louis. This is a strong IBEW area. IATSE is the contesting party, of course.
5. Pittsburgh. Here Morrie knows Bill Wood, and feels that the situation is likely to be solved without too much difficulty.

After checking with Houston and Los Angeles, and possibly San Francisco, Morrie will probably discuss this problem with top IBEW leadership in Miami within the next week or two.

What he is attempting to do is evolve a formula, as was done at WNYC, to recognize and set apart the special status of non-commercial television, just as was done in radio.

Morrie feels that the greatest mistake made to date is failure to include labor representation in the community committees organizing future non-commercial television groups.

He feels that there is a serious RIGHTS problem as we all know. Here, however, I told him that we would have to coordinate our efforts carefully with the Center which has already been negotiating in this area.

Morrie could also handle ASCAP relations, getting the same special status for non-commercial television that has been achieved for non-commercial radio. In this area too, we would want to be sure to coordinate with all interested groups, to be sure that someone else is not also attempting to handle these relations.

He is also willing to handle AFM relations. I felt, in talking with Morrie, he would also be a good man to handle the possibility of securing the sort of blanket arrangement with AFM that MENC now has. This, I can explain more fully, if desired.

One of the great dangers, I feel, is that the Center has hired, to handle its rights and legal problems, a former commercial man (Kenneth L. Yourd). This, plus the knowledge everyone he negotiates with will have, that the Center has Ford money (which means a lot of money) certainly makes the Center a less good negotiator than the NAEB with its more easily recognized poverty. It is therefore not merely a dog in the

wanger attitude on the part of EALS that should cause us to resist having the Center or JCET or NCET steal the ball in this situation.

Our delay (and inability to get funds for fast action) already has caused most of the contacts in this Union problem to be carried on by JCET, although I believe I was the first one to start working on the solution of the problem, and to contact Morris Novik.

Report on NAEB TV Management
Consultation Service
(M. S. Novik)
From Inception to May 1, 1955

The following station-by-station report indicates the status of the general management-labor relations problem in educational TV, as reported by Mr. Novik, together with the role he has played in each area.

"San Francisco - Station KQED

Had long meeting with Jim Day on one of my trips last year. Know his problem. Discussed with the head of the San Francisco Labor Council the problems of the Station, the potential of the Station, and the need for extending cooperation to the Station management. Advised Jim of the interest of labor and recommended that he cooperate more closely with it. Neil Haggerty, Secretary of the California Federation of Labor is a member of the board of the Station. I met with him in September and discussed the needs of the Station.

"Houston - Station KUHT

Since my last visit with John Schwarzwald, I have had some correspondence with him about specific problems and helped him get trade publicity in connection with his engineer's training course. I think I have been of some help in trying to get him closer to truly educational television, the Center, and the NAEB.

"St. Louis - Station KETC

I have not been to St. Louis since we cleared up the engineers' situation. At that time, I had extensive phone conversations and correspondence with Goggin. Have talked on the phone with Messrs. Quigley and Storck. Had one long conversation about the engineering problem. I assured them that I was willing to be of help should the occasion arise. This is one area where a great deal more should be done in tying up the large and very effective labor organizations to help build an audience for the Station. The President of the local CIO group, who has been elected to the Board of Education, is now a member of the Board of the Station.

"Madison - Station WHA

The extent of my contact with the Station has only been in the area of lining up labor support in the struggle the Station had in connection with the November referendum. H. B. McCarty is working closely with and getting full support of all of labor in the recent attempt on the part of some legislators to put through some harmful legislation.

"Ames - Station WOI-TV

As yet, there has never been any need of my helping the Station in any of its labor or management problems. Dick Hull has done a mighty good job and has been able to handle his own affairs. However, we are in close contact with each other via phone and mail.

"Pittsburgh - Station WQED

Haven't been to Pittsburgh since my first visit, but have talked on the phone with Bill Wood. There haven't been any labor problems. I will be glad to help in stimulating interest among labor. However, the station has the two top labor people of the community on their Board of Directors. I know that an effort is being made by them to help the Station.

"Cincinnati - WCET-TV

I have not been called upon for any help. I hope that the Station is in touch with the many top labor people and labor organizations in their community.

"Birmingham - Station WEDM - TV

Haven't been called upon to be of any help. I am sure that Rudy Bretz will be calling upon some of the labor people to help stimulate audience and community support. I will gladly assist in this connection when they want it.

"Cambridge - Station WGBH-TV

Haven't been called upon for any specific help. At the end of last year and a few weeks ago, I discussed the problem at considerable length with Parker Wheatley. Parker is aware of the interest of labor and has had a good working relationship with some of the labor groups in the operation of the FM Station. I have urged upon him the need to utilize the many organizations and labor channels for audience promotion.

"Chicago - Station WTTW - TV

Have had one meeting and numerous telephone conversations, and more recently have had discussions with Taylor and the IBEW. I think I helped bring about a closer understanding, which will afford a better relationship. It seems to me, as I have told them, that no time should be lost in getting the key labor people and organized labor channels involved in helping to promote the Station...especially to develop its audience.

"Detroit - Station WTVS

Haven't been called upon for any special help except planning, but understand that sometime in the near future, a meeting will be set up. I understand they are anxious that I come in to help with some of the local groups in developing a better community support.

"Norman - Station KETA

Haven't been called upon for any special help, except that I have had correspondence with John Dunn about his general problems and he knows that he can count on my help."

Briefly supplementing Mr. Novik's report with regard to other areas:

Chapel Hill - Station WUNC-TV

No troubles and no labor involvement, so far. An area in which the problem is yet to come. Meanwhile Mr. Schennkkan has been fearful lest what we do nationally would cause a problem to him. We hope our handling (i.e. Mr. Novik's) of the problem to date has reassured him, since though we have sought to get favor and preferences on a station-by-station basis for education, no "national pattern" has been imposed.

There have been no calls from KOMU-TV (Columbia, Missouri) WKAR-TV (East Lansing), KUON-TV (Nebraska), WOSU-TV (Ohio State) or WILL-TV (Illinois). It is expected that Mr. Novik's services will be little needed in State-University-based locations, the need being greatest in community-station areas.

So far we feel that the service has been definitely justified. Besides the station-by-station guidance above, Mr. Novik has provided excellent inspirational and factual help and guidance to the programs of the TV Production Workshop and the NAEB Region I Conference, particularly.

H. J. Skornia
April 27, 1955

REPORT OF THE NAEB MANAGEMENT CONSULTANT

October 1, 1955

THE ASSIGNMENT was to look into and help the new educational TV stations with some of their management and operational problems including union relations.

The assignment was a challenge. The field was wide open. While operational and management problems were similar to a very great extent in the stations wanting the service, the union relations were different in each case.

It is with a great deal of satisfaction that I'm able to report that in every station where help was needed, all of the unions involved cooperated. The major unions were IBEW-AFL, IATSE-AFL, and to a lesser degree NABET-CIO, AFTRA-AFL, AND IAM-AFL. The unions involved recognized the difference between the educational and commercially-operated TV stations. That recognition was of immediate help to the stations involved, and this policy will help all new stations in the future.

Labor cooperation was important not only in operational problems, but in promotion, in developing audience and the raising of funds. This cooperation has just barely begun. It should be extended, especially in the community operated stations..... Pittsburgh, St. Louis, San Francisco, etc.

My assignments at the Institutes and Workshops were even more of a challenge. Novik is certainly no orator; no educator. The facts of life, practical problems and the background history of the organization were my agenda. I hope the participants in the Amherst, East Lansing, Iowa City meetings, and others gained as much by my efforts as I did by the spirit, enthusiasm and desire of all to know more and more about the present and the past.

The role of the NAEB (with the cooperation of the Kellogg Foundation, the ETRC, the FAE, the JCET and other groups) in training the personnel and helping the stations in operational problems, it seems to me, is the difference between life and death. Limited as this help may be, had we had it twenty years ago for radio, we would have had a different and better educational broadcasting picture in this country.

Respectfully submitted by:

M. S. Novik
Consultant

Copied NAEB Hq. 10/14/55jy

Memo from

Frank
M. S. Novik

Johnny - for
Dad - But
APL Convention
was in June @

NAEB BOARD BALLOT - Item No. 7

To: NAEB Headquarters

From:

Re: Proposed support of NARTE petition of FCC to amend rules and regulations relating to mechanical records.

I vote ☒ (Yes) or (No).

Row 500
300 West 23rd St
NY 11, NY

yes
Hugh H. H. H.
(signed)
Dec 14-1955
(date)

fy I only
blind copy

November 21, 1957

Mr. M. S. Novik
Room 500
300 W. 23rd Street
New York 11, New York

Dear Maury:

Yicks! Hold! Help! Help!. It must have been two other guys!

Your letter to me of November 19 congratulates me on "putting it right on the line" which would lead me to believe you're referring to someone's letter to Schwarzwelder.

Couldn't have been mine! I didn't get back to the office (after three weeks of conventions end-to-end) till the 18th (well actually I did sneak in for a peek at my mail on Sunday the 17th). And I've been too busy trying to get to the "bottom of my stack" to write John or practically anyone else. Still writing "thank-you" notes to speakers for the NAMM Convention, and the UNESCO Convention (in which I played a "host" role too, as a member of the Convention Planning Committee).. For the rest--only short "must-do-today" notes.

So, with a bow from the waist, in someone's direction---

Incidentally, as my staff well knows, I sometimes do this sort of thing too Maury. So don't let disquieting doubts about whether you're "cracking up" or not bother you unduly.

Hi, John!

Regards,

Harry J. Skowas
Executive Director

HJS:jw
cc: Paula
Bill
Vogl
Schwarzwelder

M. S. NOVIK

500 WEST 23rd STREET ROOM 500 NEW YORK 11, N. Y. ALGONQUIN 5-4385

RADIO
CONSULTANT

November 19, 1957

Harry:

Thanks for letting me know about the Schwarzwelder matter. I think you did a good job and put it right on the line.

Even though I know very little of the general gripes, I do know because I was present at the Board meeting when you all agreed on the special meeting.

You ought to know that I talked to John yesterday. He hadn't, as yet, received your letter. I took the liberty of calling him because you know that some years back I was the first one of our group that stopped to see him to discuss his problem and offer help. I might not be a close personal friend of John's, and I certainly don't see him often, but I knew that I could discuss it with him and put it on the line.

He is completely in agreement that what we need is more and more N.A.E.B. - not less and less. That if he has gripes he must be on the inside and that N.A.E.B. more than any other national group can help line up support to the educational stations.

I don't think I'm boasting when I tell you I had a feeling that he, too, was glad to talk about the whole business. I don't think I'm divulging any secrets, even though I forgot to ask his consent, when I tell you he's not doing anything further and is looking forward to the December meeting.

Sincerely,

M. S. Novik

MSN:rb

Mr. Harry Skorola
Executive Director
N.A.E.B.
14 Gregory Hall
Urbana, Ill

cc to: Burton Pauli, Richard Hall, Richard Vogl, John
Schwarzwelder

Who Qualifies To Manage An Educational Television Station?

Walter B. Emery*

Legal and Educational Consultant, Joint Committee on Educational Television

IT has now been about a year and a half since the Federal Communications Commission reserved 242 television channels for education. Since that time more than 40 states have held conferences to consider the problems of building and operating stations on these channels.

Forty-seven applications for construction permits have been filed with the FCC and 21 have been granted. The University of Houston is already on the air with regular programs; the Allan Hancock Foundation of Los Angeles is testing equipment and expects to be in regular operation soon. A considerable number of other communities such as San Francisco, Denver, Oklahoma City, St. Louis, Chicago, Pittsburgh, Chapel Hill, North Carolina and Boston already have authorizations from the FCC and will have educational television stations in operation within a short time. If the present trend of interest continues there may be as many as fifty educational stations in operation by 1955.

One of the most critical problems confronting those who are making plans for educational stations is to find qualified managers and directors. Developments in this field have been so rapid that there has been comparatively little time to train managerial personnel.

Some progress is being made. According to the 1953-54 Directory of College Courses in Radio and Television more than one hundred educational institutions are now offering courses in television. Last year about fifty institutions conducted television workshops and according to a recent inquiry of the American Council on Education, 194 of its institutional members had presented

one or more television programs over local stations.

One of the first and most important workshops following the lifting of the television freeze was the one held at Iowa State College August last year. More than 50 outstanding persons in the field of educational broadcasting participated. The facilities of WOI-TV at the College were used, and the problems of financing, constructing, managing and programming an educational television station were considered. This was followed by similar workshops in other institutions and communities. During the past summer several successful workshops and conferences dealing with the problems of management and production were conducted by Syracuse University, University of Pittsburgh, Philadelphia public schools, Michigan State College, University of Michigan, University of Illinois and Iowa State College and Denver public schools.

During the past year it has been my good fortune to participate in a number of these workshops and to talk with a large number of responsible persons who have had or will have the task of selecting managers for educational television stations. While there are of course some differences of opinion, there seems to be fairly general agreement on the following basic qualifications for such jobs.

1. *The manager of an educational television station obviously ought to be an educated person* — Such a station in a real sense is a community school dedicated to the enlightenment of all the people. A balanced program structure should therefore include a wide variety of informa-

*Dr. Emery (LL.B., Oklahoma, 1934; Ph.D., Wisconsin, 1939) concluded nine years of service with the Federal Communications Commission before he resigned in 1952 to become legal and educational consultant to the Joint Committee on Educational Television. As an educator he served as director of Station WNAD, University of Oklahoma, 1932-35; has appeared on many educational radio and television programs in different parts of the country; and has served appointments at the University of Oklahoma, the University of Wisconsin, and the Ohio State University. As an attorney he is licensed to practice before the Federal Communications Commission, the District of Columbia Courts, and the United States Supreme Court.

tional and cultural programs and television courses. Certainly the general educational background required for the head of this type of community school should be no less than that required of a classroom teacher, a public school administrator or a college or university president.

2. *He should have a full understanding and appreciation of the crucially important role that mass media of communication play in education.* — His background, experience, and philosophy should be such that he can and will direct a station as a tool for the enlightenment of the citizen and not as a tool for his regimentation.

3. *Some specialized training is needed.* — Actual TV station experience which gives him a familiarity with equipment needed to operate a station and the costs involved, as well as some understanding of the problems and techniques of producing programs will be most valuable.

It will also be desirable if his record shows some formal training at one or more of the qualified institutions of higher learning in this country that are offering radio and television courses leading to undergraduate and graduate degrees. A number of institutions already have closed circuit television operations which include studios, equipment for the production of programs, transmitting lines and receivers. Actual experience working with such equipment and the satisfactory completion of courses under competent instruction should add considerably to the qualifications of those planning to be managers of stations.

4. *The direction of an educational television station calls for a high degree of administrative skill.* — A wide area of operations and a large and varied staff are involved. Ability to plan broad programs of action and to work with and supervise a large staff of professional as well as non-professional people is essential. Special mention should be made of the need for ability to handle financial matters involving the preparation and administration of a sizable budget. Technical training is important, but the ability to develop principles and policies of procedure and to select and direct competent staff to carry them out is of far greater importance.

5. *Since educational television is*

comparatively new, the pioneering spirit is needed. — Those who are not willing to experiment courageously and try new fields of endeavor have no business in educational television. While some fine research and experimental work have been done, there is still much we must learn before the ultimate pattern for educational television is determined. Educators have learned much from commercial broadcasters and will continue to exchange ideas and experience with them but it should be kept in mind that the basic objectives of noncommercial educational television in numerous respects differ from those of commercial television. The educators will have the responsibility therefore of setting their own standards of operation and charting their own course in this new field.

6. *Finally, in no other field I can think of is public relations more important.* — The manager of a community television station, in which many different groups and organizations have a real sense of ownership and participation, cannot succeed without special ability along this line. He must be sensitive to the varied educational needs and interests of the area served by the station. Also he must be able to determine, analyze, and evaluate the vast program services available in a multiplicity of institutions such as schools, museums, art galleries, public welfare agencies, civic groups, and many other organizations that may be used by the station to serve these needs and interests. But still more important than these is the marshalling and directing the use of these resources to the end that the whole community will be benefited.

Here, in my opinion, lies the crucial test for managerial ability. A superior understanding of human relations and the ability of the manager to work effectively with individuals and the community as a whole and enlist their confidence and aid will determine to a very large extent the success or failure of the educational television station.

All this adds up to a big order. Certainly no manager could qualify one hundred per cent on every count. But I do believe that his ability may very well be measured by the degree to which he meets these qualifications.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
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